

18th Desert Circus Gets Under Way Thursday

TWENTY-SEVENTH YEAR

The Desert Sun

and PALM SPRINGS NEWS

Published
Mondays and Thursdays
174 N. Palm Canyon Drive
Phone 2249

EASTER WARMTH

	Max. Min.
Saturday, April 10	90 52
Sunday, April 11	86 48
Monday, April 12	95 52
Tuesday, April 13	99 59

VOL. XXVII, No. 68

3 Sections — 18 Pages

Palm Springs, California, Thursday, April 15, 1954

Single Copy 10c



CIRCUS QUEEN — Alice Faye, who will be Queen of the 18th Annual Desert Circus. Coronation is scheduled at the Desert Circus Ball Friday night at El Mirador Hotel.

ALICE FAYE REIGNS AS DESERT CIRCUS QUEEN

Things began to hum this week as committee chairman and their aides put together the final details for the 18th annual Palm Springs Desert Circus which gets under way next Thursday evening for a three-day run.

Desert Circus Program

Thursday, April 22
Night on the Town.

Friday, April 23

12:00 noon — Kangaroo Court and Chuckwagon Luncheon, The Center.

7:00 p.m. — Desert Circus Ball, El Mirador hotel. Cocktails, dinner, dancing.

Saturday, April 24

10:30 a.m. — Desert Circus Parade, Palm Canyon drive.

8:00 p.m. — Grand Marshal's Roundup Dance, American Legion Hall.

County Studies Indian Land Bill

Cruz Siva of Palm Springs appeared before county supervisors this week and pleaded for their support in protest of the congressional bill which would terminate federal control of Indian property in California.

Siva told the board that he represented the Indians of the Agua Caliente tribe and their reservation here.

After his appeal, supervisors ordered County Counsel Ray Sullivan to prepare a resolution of protest against the congressional bill. The resolution will be up for action next week.

Siva said that many Indians are not educated well enough to take their place in competitive society. He said they will need the protection of the government for many years to come.

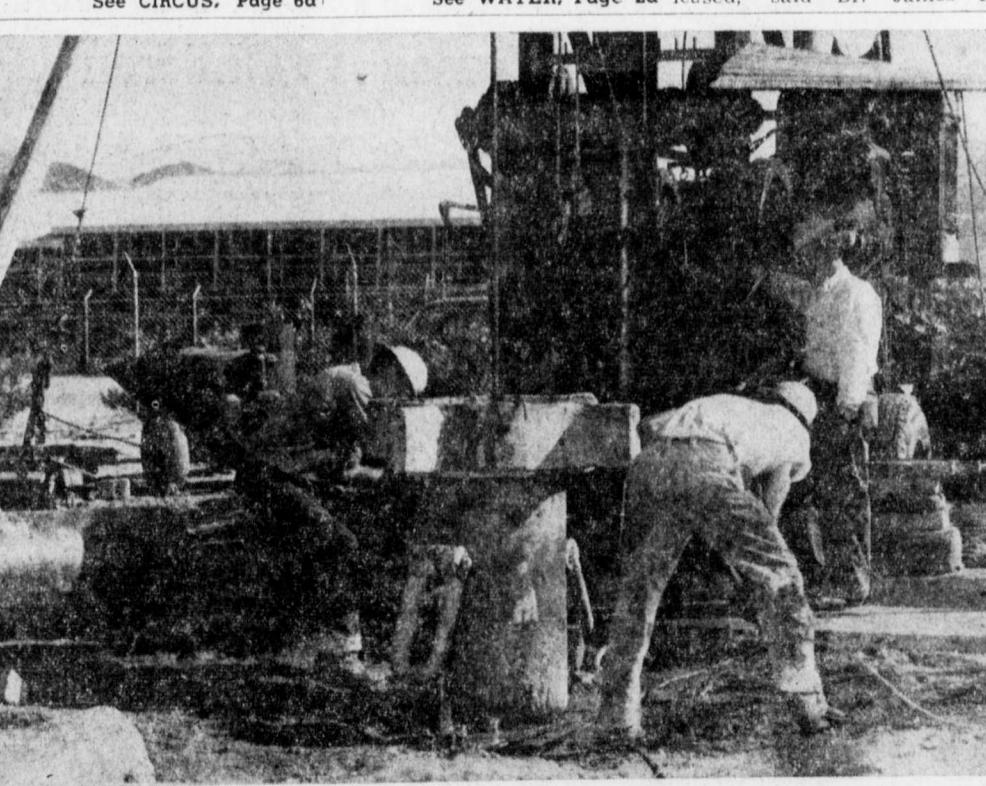
He said many of them who hold property would be likely to be victimized, to become impoverished, and to become in need of state relief.

Supervisor Homer Varner and other supervisors emphasized.

See COUNTY, Page 3a

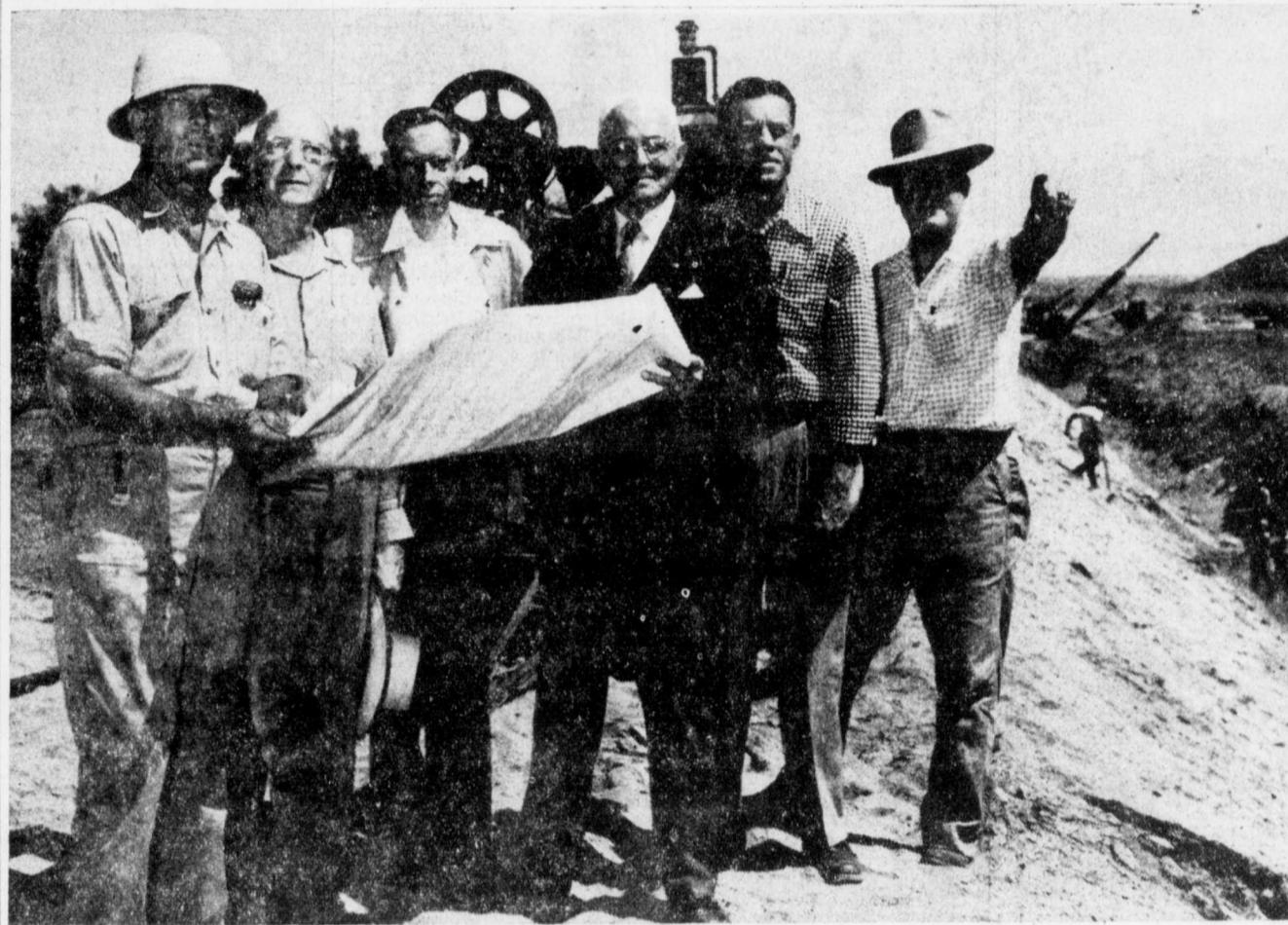
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(Desert Sun Photo)
DRILLING NEW WELL — The Palm Springs Water Company has started drilling a new well near Industrial Way, which is a step designed to keep far ahead of local demands for water. It is part of a 20-year program started in 1949, according to Water company President Harold Hicks.

Voters Re-elect Three Councilman



(Gayle Studio Photo)

INSPECT PALM CANYON PROJECT — Inspecting flood control measures now under way at the Palm Canyon Wash and those planned in the future, are, left to right, George Gelzer, project foreman; W. R. Hillery, chairman of Zone 6 Commissioners; W. A. Mason, commissioner; Supervisor Homer Var-

ner; R. M. Sorum, commissioner, and John W. Bryant, chief engineer of the Riverside County Flood Control and Water Conservation District. It is expected that the Palm Canyon Wash will be the major project for Zone 6 during the 1954-55 fiscal year. Preliminary budget hearing was held Friday, with the final hearing expected to be held in May.

New Well to Provide for Water Needs

Projecting ahead for the future, Palm Springs Water company this week announced that

drilling has started for a new

well which will keep Palm Springs well ahead of the continuous Southland race for water.

The new well, which is being drilled on Industrial Place near the Tahquitz river channel, is

part of a 20-year program which was developed by the Water Company in 1949 and revised in 1951, President Harold Hicks reported.

THE PROGRAM provides for

doubling of the present population within 15 years, by 1969, with other well development also planned during that time.

Next development will be in approximately five years.

Hicks said that the new well

will be in operation within 60

days, and will provide 1,200

gallons of water a minute at

the rate of 1,200 gallons a minute at

PALM CANYON PROJECT FIRST ON FLOOD LIST

Palm Canyon Wash is expected to be the major project of Zone 6, Riverside County Flood Control and Water Conservation District during the 1954-55 fiscal year, according to preliminary discussion of budget requirements held Friday at Frances Stevens school.

Engineering surveys have been completed for the entire project, and the final plan adopted by the commissioners and supervisors.

An on-the-spot inspection of the project was made Thursday by Supervisor Homer Var-

ner, Zone Commissioners Willard R. Hillery, chairman, Raymond Sorum and Mason; See FLOOD, Page 2a

CITY TO GREET EASTER SUNRISE WITH MUSIC

Thirty-eighth annual Easter Sunrise service will be held Easter morning at 5:15 from Inspiration Point, overlooking the O'Donnell Golf course and the Village and the desert.

Trumpeteers will herald the first glimpse of the sun as it

tops the eastern horizon and 150 homing pigeons will be released, said Dr. James H.

Blackstone Jr., of Palm Springs Community church which sponsors the annual event.

A chorus of members of the Chancel Choir of the church and the 35-voice a Cappella choir from Palm Springs high school will greet the dawn with Easter anthem. The musical selections for the service, selected by David Olson, choir director, include "Sunrise on Easter Morn," by Olds. This number was written and dedicated to the late Mrs. Nellie Coffman. Other numbers are "O Morn of Beauty" by Sibelius and "Alleluia" by Mozart.

The soprano solos will be sung by Rose Zena Latta. Mrs. Lois Lux will accompany the choir.

Bill Hay, noted radio Bible reader and announcer, will be present for his 19th consecutive Easter Sunrise service in Palm Springs and will read Bible selections appropriate to Easter.

Dr. Blackstone will preach the Easter sermon.

Arrangements to handle the expected large gathering have been completed.

TRAMWAY

Because of the great interest in the story in Monday's issue of removal of the final obstacle in the path of the Mt. San Jacinto Tramway, and the unexpected demand for reprints of the article, it appears again today on Page 4a.

The Desert Sun augmented its press run Monday by several hundred anticipating a large request for the story of the Tramway. But the demand was several thousand.

So, the story is reprinted today on Page 4a for those who were unable to obtain copies of Monday's issue.

Incumbents Returned to City Council

A near-record for the city was set Tuesday in the municipal election when 54 per cent of eligible voters went to the polls in three districts to elect councilmen for four-year terms.

All of the incumbents were re-elected with comfortable margins.

Jerry Nathanson won with a 54 point lead over Clifford Campbell and 45 per cent of all votes cast in District Two; Jerry Sanborn had a 42 point lead in District Four and Frank Miller won in District Six with a 100 point lead.

IN THE THREE districts 1,669

were eligible to vote. During the day 898 voters went to the polls.

In District Two, out of 1,197 eligible voters, 620 cast their ballots. Only 579 counted, however, as the election board tossed out 42 ballots as spoiled or invalid. Several were not marked at all.

The results in Two were:

Nathanson 261

Cliff Campbell 207

Heines 54

Palozzi 42

James Campbell 11

Baumgardner 4

DISTRICT FOUR racked up a record 63 per cent vote. Out of

See ELECTION, Page 5a

Re-Elected to City Council Seats ...



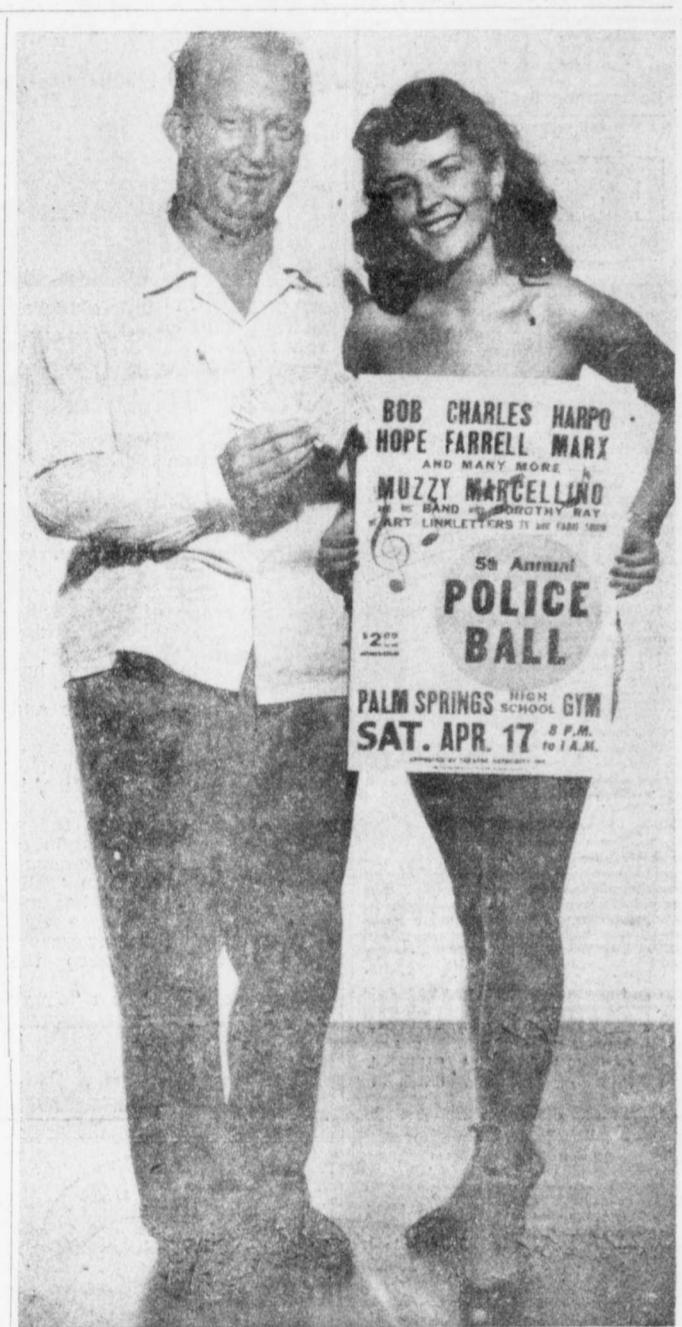
JERRY NATHANSON
District Two



JERRY SANBORN
District Four



FRANK MILLER
District Six



(Desert Sun Photo)
POLICE BALL SATURDAY — Joanne Droste, hostess at The Doll House, joins Sgt. Durman Ordway, president of the Palm Springs Police Officers Association, in inviting all Villagers and visitors to the fifth annual Police Ball Saturday night at the high school gymnasium. Top stars of radio, television and movies will appear. Music for dancing will be by Muzzy Marcellino and his radio and television orchestra.

STARS TO ENTERTAIN AT POLICE BALL SATURDAY

Charles Farrell, Bob Hope, Harpo Marx, and many others.

Add to this music for dancing by Muzzy Marcellino and his radio and television orchestra featuring Dorothy Ray and her electric accordion, and it promises to be the most outstanding Police Ball in its five year history.

HIGH SCHOOL lettermen have been given the concessions for the evening.

Proceeds of the Police Ball are used for relief of sickness and accidents, to provide range facilities, and for educational purposes.

Museum Board Re-Elects Entire Slate of Officials

At the board of directors' meeting last Monday the following members were re-elected to the offices of the Board of Trustees: L. C. Lewis, president; Francis F. Crocker, first vice president; Mrs. Alexander J. Marcuse, second vice president; Miss Christine Lillian, third vice president; Mrs. Clinton Bauer, secretary; and F. Thomas Kieley, treasurer.

Museum weekly programs will continue until May 15.

The Desert Sun —**2a**
and **PALM SPRINGS NEWS**
PALM SPRINGS, CALIFORNIA
Thursday, April 15, 1954

THE PLAZA
Doors open 6:45 Phone 4384
LAST TIMES TODAY

BOB HOPE
JOAN FONTAINE
Casanova's
BIG NIGHT
TECHNICOLOR

STARTS FRIDAY - APRIL 16

HEART, BODY and SOUL!
She Wanted Him...The Man She Loved!

LOVING MARRIAGE

RHAPSODY
Technicolor
ELIZABETH TAYLOR
VITTORIO
JOHN
LOUIS
CASSMAN - ERICSON - CALHERN

VILLAGE

PALM SPRINGS
Doors open 6:45 Phone 4384
Cont. Sat. 3:00 Sun. 1:30

Thurs. - Fri. April 15-16

John Wayne
— in —

"TALL IN THE
SADDLE"

— also —
Walt Disney's
Academy Award Hit
"BEAR COUNTRY"

STARTS SAT. APRIL 17

ADVENTURE! SPECTACLE!

CINEMASCOPE
Prince Valiant
Technicolor

Robert WAGNER
Janet LEIGH
James MASON
Debra PAGE

EL PASEO

Shows 7 & 9:15 Phone 2448

Last 4 Days!

— Ends Easter Sunday —

Julius Caesar
Acclaimed Production of
William Shakespeare's

Marlon BRANDO
James MASON
John GIELGUD
Louis CALHERN
Edmond O'BRIEN
Greer GARSON
Deborah KERR

Great
Beyond
Words!



AT CHI CHI — Gordon MacRae, one of the nation's top singers will start his engagement at the Chi Chi Starlite Room tomorrow night.

Gordon MacRae Opens in Starlite Room Friday Night

Gordon MacRae, who really loves to sing for the sake of singing and is widely known throughout the Village, will make his first professional bow from the stage of the Starlite Room in the Chi Chi Friday night.

Again Irwin Schuman has brought to the Village for the entertainment of Villager and visitor alike one of the foremost personalities of the stage, screen, radio and television.

MacRae, without a doubt, is one of the most celebrated stars on the American stage today. He has a "steadfast" style of delivering his songs as opposed to many songsters who "sell" their songs. Steadfast because his style is of the type that continues through "song crazes" that periodically sweep the country.

He is acclaimed as a "singer

of songs" and not a seller of them. Happily married and a father, Villagers and visitors here who have had occasion to talk to the great entertainer, have found him plebian in his tastes, a grass roots American without any of the tinsel or glitter of Hollywood attached to his personality or attitude.

Resonant of voice MacRae

delivers his songs with deep emotion and feeling. He is a delight to listen to and to see.

The Desert Sun
and
PALM SPRINGS NEWS

The Desert Sun — Established 1927
Palm Springs News — Established 1935
CONSOLIDATED DEC. 1, 1952

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PHONE 2249

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WARD J. RISVOLD
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R. F. Graettinger — Exec. Editor
William Marshall — Promotion Mgr.
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responsible for unsolicited manuscripts
or photos left with or mailed to The
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— MEMBER —

California Newspaper Publishers Ass'n.
National Editorial Association
Palm Springs Chamber of Commerce

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PALM SPRINGS PUBLISHING CO.
P. O. BOX 199
PALM SPRINGS, CALIFORNIA

NO DOWN PAYMENT / EASY
MONTHLY PAYMENTS!

PHONE 8-4232
Sundays Showtime at Dark
Men, thru Sat. at 6:45 P.M.

Sunair

TAKE THE FAMILY
DRIVE IN MOVIES
SEE SIGHTS
DRIVE IN

PHONE 8-4232
Sundays Showtime at Dark
Men, thru Sat. at 6:45 P.M.

NOW PLAYING

HUMPHREY BOGART
JENNIFER JONES
GENE LOVOLBRIGIDA
JOHN HUSTON'S
"BEAT THE DEVIL"
— Also —

TOM CURTIS
LOVEY MARY MURPHY
"BEACHHEAD!"
PRINT BY
TECHNICOLOR

RELEASER
TOM
ARTISTS

This makes it easy
to protect your home with
CYCLONE FENCE

● Cyclone is a quality fence, made of heavy,
galvanized steel. Lasts longer. Expert erection
service. Send for illustrated booklet. Just
phone and say "Please mail me the free
booklet that tells how I can fence my home."

Tel Riverside 2561
207 A. M. Lewis Bldg.
Riverside, California

Fox Theatre
Banning

PHONE 3714
Open Eves. — 6:45
Sat. & Sun. Cont. from 2 P.M.

Wed. - Thurs. - Fri. - Sat.
April 14, 15, 16, 17
BOB HOPE and
JOAN FONTAINE

in
"CASANOVA'S
BIG NIGHT"

— 2nd Feature —
LEW AYRES - GENE EVANS

in
"DONOVAN'S
BRAIN"

Sun. - Mon. - Tues.
April 18, 19, 20
RONNY GRAHAM and
ERTHA KITT

"NEW FACES"
in CinemaScope

— 2nd Feature —
"STRANGER
ON THE PROWL"

COMING APRIL 21
"ROSE MARIE"

Motorbike, Two Autos Involved in \$130 Wreck

Mechanical damage estimated at \$130 was caused to two cars and a motorcycle involved in an accident at 12:20 p.m. Saturday, on Palm Canyon drive near Baristo road.

Police reported that the accident was caused when a car driven by Abe Golfan, 920 Cotwood road, changed lanes of traffic, forcing Robert Broes' motorcycle into the parked car of William L. Hope, Portland, Oregon, then rebounded back into Golfan's car.

From Page 1—MORE ABOUT

FLOOD

George Gelzer, project foreman, and John Bryant, chief engineer of the Riverside County Flood Control and Water Conservation District.

Varner, following the inspection of work now under way and future plans, said that the project will in no way interfere with any future plan for control below State Highway 111 which might be worked out between the District and Coachella Valley County Water District.

AS A RESULT of these done and those planned, the State Highway Commission at the present time is making a survey and cost estimate of a bridge across Palm Canyon Wash at Araby Point, Varner added.

Hillery, in reporting on the project, said that according to an economic survey made by the district, the value of the lands protected would be increased by about three and one-half million dollars, about 18 times the estimated cost.

Work on the project now under way with funds authorized in the present fiscal year call for completion of the project this year as far as current rights-of-way extend. Existing protection is being built up to required standards, and all construction will be surfaced with concrete.

ADDITIONAL rights-of-way are being acquired as rapidly as possible, and it is hoped to complete the acquisition during the next fiscal year. Zone 6 commissioners reported excellent cooperation from the Indian Agency and Indian owners of land involved.

Present at the preliminary hearing besides the commissioners, Bryant, were City Manager R. W. Peterson, John Clark, representing the City Planning Commission; City Planner W. G. Roesseler; Public Works Director John Keefe, and several interested residents of the area.

From Page 1—MORE ABOUT

WATER

the start. Testing will be for 2,400 gallons a minute, when it is needed.

IT IS LOCATED near another well of the Water company, which was drilled in 1926. Both wells will draw water from the Tahquitz Cone, and the water is described as "very soft, and excellent drinking water." Average temperature of the water is 62 degrees.

Drilling the well is Roscoe Moss of Los Angeles, who is recognized as one of the top drillers in the Southland. Paul Payne, Water Company engineer, is supervising the project.

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</div

Kettmann Proud of Showing of Studebaker's Economy

A. G. Kettmann of Palm Springs Motors, local Studebaker agency, was enthused this week over the smashing success of Studebakers in the Mobilgas Economy Run to Sun Valley, Idaho.

A Studebaker Commander

Wednesday Club Aids Nine Local Organizations

Max Grone, president of the Wednesday Night club, announced Monday that, in accordance with recommendations of the disbursing committee of the club, checks of more than \$80 each, will be presented to the following local organizations:

Boy Scouts, Girl Scouts, Youth Center, Volunteer Fire Department, Mounted Police association, Desert Museum, Welfare and Friendly Aid society, Boy's Club and Police Reserve association.

The more than \$700 distributed is from the proceeds of the Charity Auction held by the Wednesday Night club last month and represents the excess over the regular charity commitments made by the club amounting to \$600 and about \$865 for the infant incubator presented to Desert hospital.

Although the incubator is already in use because of its urgent need, formal presentation by officers of the club to the hospital will take place this month.

"The Wednesday Night club is a self-sustaining organization and no part of the Charity Auction receipts will be retained in its treasury," Grone said.

Easter Breakfast for Children at El Mirador Hotel

Breakfast for fifty or more children is the program plus many Easter Sunday surprises at El Mirador hotel, according to Frank Bogert, general manager.

There will be the traditional egg rolling contests, an array of Easter rabbits and "just a lot of fun for the kiddies," Bogert said.

Parents in the Village desiring their children's attendance at this Easter breakfast are urged to make reservations as soon as possible," Bogert said.

FINDS KEY CASE
Finding of a red leather key case containing five keys and a license number, 1PS1300, was reported by Detective Ted Green Tuesday morning.

A. K. MAGENNIS
410 N. Indian Ave.
PHONE
2648

SIGNS

DAY BY DAY OUR
RACK OF
SPECIALS

Little Folks Cottage

111 North Palm Canyon Drive

The Whole Town's Talking About the

Jones
BROTHERS

SADDLE & SIRLOIN

317 N. PALM CANYON DRIVE

Reservations Suggested

Phone 5195 or 9069

From Page 1—MORE ABOUT COUNTY

sized that their order to Sullivan to prepare the resolution of protest does not mean they will adopt it.

They said they will solicit opinions from all interested groups, including civic groups in Palm Springs.

They said they will take action to adopt or reject the resolution only after hearing all arguments.

The Champion, with overdrive, got the most actual miles per gallon, said Kettman, with 29.5806 and won first award in Class A.

The Commander V-8 Land Cruiser with automatic transmission got the most miles per gallon for automatic equipped cars with 24.5763.

"To sum it all up," said Kettmann, "our three Studebaker entries took every prize they were eligible to win."

The Desert Sun—3a
and PALM SPRINGS NEWS
PALM SPRINGS, CALIFORNIA
Thursday, April 15, 1954

8 sleeping room court,
4 baths, 4 kitchens.
\$30,000, \$6500 down.
\$200 per month.
5 room home, \$9250.
\$500 down.
Going market and building
or lease at invoice. Land \$50
acre. Lots \$1000. Business
lot, make offer. Phones
6060 or 5595
All Men are Brothers

TRAMWAY NEWS
SHOULD INTEREST YOU
IN BUYING TODAY
DO NOT DELAY!
ACT TODAY!

Income apartment court
site facing two streets.
Adjoining Las Palmas
Estates.
Room for 14 deluxe units
Total price
\$16,500
Think of it!
Land cost less than
\$1200 per unit.

New 2 Bedroom House
Desert living at its best!
Sliding partitions,
fireplace and barbecue
on 100' frontage.
\$13,600

Munholland & Co.
1059 N. Palm Canyon Dr.
Phone 3673
ASSOCIATE BROKERS
John C. Davis
Glenn Shelley

A. K. MAGENNIS
410 N. Indian Ave.
PHONE
2648

WATCH

DAY BY DAY OUR
RACK OF
SPECIALS

Little Folks Cottage

111 North Palm Canyon Drive

The Whole Town's Talking About the

Jones
BROTHERS

SADDLE & SIRLOIN

317 N. PALM CANYON DRIVE

Reservations Suggested

Phone 5195 or 9069

Air Conditioned

STORE HOURS

Mon thru Sat. 9 a. m. to 8 p. m.
Sunday 9 a. m. to 6 p. m.

Southland Advertising Men to Hold Convention Here

Fourth Annual Southern California Advertising Agencies Association conference will be held at Deep Well Inn, April 29, 30 and May 1, it was announced by Alfred Atherton, president of the association, this week.

The conference is scheduled to begin Thursday evening with a dinner at which James A. Guthrie, president of the Sun

company, San Bernardino, will speak Friday and Saturday will be devoted to business sessions and panel discussions.

More than 150 advertising people from southern California are expected to attend the conference which is under the general chairmanship of Walter Marto, of Walter Marto Advertising, Pasadena. Working with Marto are Douglas Ander-

son of Anderson-McConnell; Ed Ross of C. B. Juneau, Inc.; Robert Millar, Steller, Millar & Lester; James K. Speer of Speer Advertising; Kai Jorgensen, of Hixson and Jorgensen and Marvin Cantz of Tilds and Cantz.

"In line with the policies of SCAAA, the purpose of the conference is to study ways and means of improving advertising methods, and thus create better values for the public," Atherton said. "We have therefore planned a program which takes in every phase of the advertising picture and will have as speakers representatives from various media such as

L. S. Van Sant; American News paper Publishing Association; Richard Moore, vice president and general manager of KTTV; Brian Harvey, president Magazine Representatives Association and Frank Burke, president of Southern California Broadcasters Association."

The SCAAA was formed seven years ago and is comprised of advertising agencies whose offices are located in southern California. There are more than seventy member agencies now belonging to the association.

READ SUN
CLASSIFIED ADS

Public Seder at Chi Chi Sunday

Second in a series of celebrations honoring the Festival of Passover will be a public Seder in the Chi Chi Blue Room Sunday night at 6:30.

Rabbi Isaac E. Bloch will conduct the service and a full course dinner, featuring special Passover dishes, will be served.

The event is open to the public but reservations should be made in advance by calling 2364.

Come a-hoppin'...do your shoppin'...

Easter Buys

are blooming at SAFEWAY!



For your convenience
PALM SPRINGS SAFEWAY
WILL BE OPEN
Easter Sunday, April 18

ALL-WHITE EGGS	GRADE AA LARGE doz. 49¢
Cream O' the Crop brand. Buy an extra dozen for Easter.	
SUGAR	Fine granulated, packed in paper bags. 5-lb. bag 50¢
PINEAPPLE	LALANI SLICED 20-oz. can 25¢
TOMATOES	GARDENSHIDE BRAND Standard quality packed in puree. Fine to cook. 7 28-oz. 100 cans
GREEN PEAS	HIGHWAY BRAND Standard quality sugar sweet. 9 17-oz. 100 cans
GREEN BEANS	GARDENSHIDE CUT Standard quality. Use as side dish. 9 16-oz. 100 cans
PRESERVES	EMPEROR GRAPE Finest quality pure fruit. 3 20-oz. 100 jars
PURE CLOVER HONEY	Emperor brand. Fancy quality. 24-oz. jar 43¢
WHOLE NEW POTATOES	HIGHWAY brand. Small size. 15-oz. can 9¢
WESSON OIL	pint bottle 35¢
COOKIES	5 1/4-oz. pkg. 20¢
TOM SAWYER PEANUTS	Spanish, Salted. 1 1/4-lb. pkg. 49¢
PARKAY MARGARINE	1-lb. pkg. 30¢
TEA GARDEN SYRUP DRIPS	24-oz. bottle 37¢
CHEER DETERGENT	Win a fabulous 6 week trip to Brazil for TWG... all expenses paid, plus \$2500.00 spending money! 800 prizes in all... cash value \$26,025.00 GET FULL DETAILS AT SAFEWAY.
PARADE DETERGENT	GRAHAM CRACKERS Pirates' Gold. Sugar Honey. 1-lb. pkg. 29¢
WHITE MAGIC BLEACH	TOPS IN QUALITY lb. 39¢
half gallon 25¢	SOLID PACK TUNA Chicken of the Sea (Red Label). 7-oz. can 39¢
gallon bottle 39¢	CHUNK STYLE TUNA Chicken of the Sea (Green Label). 6 1/2-oz. can 34¢
SPECIAL! Tropic-FRESH PINEAPPLE from Hawaii	
Just arrived! The largest shipment of golden-ripe fresh Pineapples to ever reach the mainland from the Islands. Direct from the World's finest growing fields in Hawaii to add Nature's most refreshing flavor to your Easter dinner! Priced low . . .	
NEW POTATOES	PER LB. 12¢
FRESH CELERY	WHITE ROSE lb. 4¢
UTAH TYPE Meaty stalks.	ib. 5¢

AIRWAY COFFEE
Mild mellow blend.
1-lb. bag 95¢

NOB HILL COFFEE
Top quality blend.
1-lb. bag 99¢

FROZEN PEAS
Bel-air brand.
Premium quality.
2 10-oz. pkgs. 29¢

FROZEN PEACHES
Bel-air, sliced.
Premium quality.
10-oz. pkg. 19¢

CRANBERRY SAUCE
Ocean Spray brand.
16-oz. can 20¢

CANNED CHICKEN
Blue Star brand.
Heat and serve.
3 1/4-lb. can 1.49

EASTER MEAT VALUES . . .

For the finest eating meats that will make your Easter feast perfect, be sure . . . shop Safeway. Here you'll find USDA CHOICE Beef and Lamb, Grade A Poultry, and top grades of pork and calf. Same high quality in all Safeway stores in Southern California.

MIDGET TURKEYS
Beltsville Type
lb. 59¢

FRYING CHICKENS
Fresh or Frozen
lb. 53¢

BEEF RIB ROAST
USDA CHOICE
lb. 73¢

HAMS
Wilson's Tendermade 6-lb. can 5.98
Hormel's 4-lb. can 4.49

Two nationally known brands of top quality, cooked, boneless canned hams. For a taste treat serve with fresh pineapple.

Chicken Legs
Manor House brand, quick-frozen and packaged ready for the pan.

Chicken Wings
Manor House brand, quick-frozen. Open, thaw and fry.

Fillet of Sole
Captain's Choice brand, quick-frozen. Open, thaw, fry.

Fish Sticks
Captain's Choice brand. Breaded and pre-cooked. Try them today.

GROUND BEEF
Selected chunks of beef . . . freshly ground and packed in Visking.

SMOKED HAMS
Your local Safeway market has a wide variety of popular brands of hams, in sizes to fit your needs. Get your Easter Ham at Safeway.

Lucerne Dairy Foods
Buttermilk half gallon 30¢
Half & Half pint 24¢

Pan Rolls
Freshly baked package of 12 19¢

Parker House Rolls
package of 12 25¢

Hot Cross Buns
package of 8 27¢

PARTY ANGEL FOOD
A Curtsy Cake. Freshly baked. Special for Easter. each 39¢

Air Conditioned

350 So. Palm Canyon Drive . . .

STORE HOURS

TRAMWAY ASSURED

By BILL RASHALL

Construction of the Mt. San Jacinto Tramway, projected on plans as the largest and the highest in the world, to cost between \$8,000,000 and \$10,000,000, will start late this year or early in 1955.

This announcement, each word of it deeply dyed with an undertone of jubilation, was made yesterday by Earl Coffman, chairman of the Mt. San Jacinto Winter Park Authority.

The green go-ahead light flashed across the nation from Washington, D.C. in a news dispatch that Interior Secretary Douglas McKay had approved an exchange of land which in effect, granted the Winter Park Authority right-of-way across a half section of land in the San Bernardino National forest at the 2700 foot elevation on the most perpendicular side of Mt. San Jacinto.

FOR ALMOST FOUR YEARS this right-of-way upon which the two giant steel towers of the tramway will be located, was vigorously fought by nature

clubs who feared that, with the operation of the tramway, the wild area would be in constant trespass by persons who would not appreciate the wonders of the virgin mountain area.

Under terms of the land transaction the Winter Park Authority deduced one full section of land situated near the headwaters of Snow Creek at the 5,000 foot elevation for 326 acres of land at the 2700 foot elevation. The deed to the land was conveyed to the government March 1 by the Authority.

THIS FULL SECTION of land acquired from the Palm Springs Water company at the nominal fee of \$5,000, which in turn had to gain the approval of the Public Utility Commission, was contributed by ten Villagers, each handing over \$500.

The persons who made the transaction possible are: Mrs. Pearl McManus, Harold Hicks, president of the Palm Springs Water company; Charles Farrel, Culver Nichols, John Williams, Dewey Metzdorf, Earle Strebe, Earl Coffman, Francis Crocker, and Irwin Schuman, owner of the Chi Chi.

WHEN THE NEWS dispatch was read to Coffman he quickly telephoned Francis Crocker, member of the Authority and the latter hurried to the Desert Inn where both men eagerly clasped each other's hands.

It was Crocker who, on a hot humid day back in 1935, expressed the wish as he looked upward toward the towering cool verdant forests of Mt. San Jacinto and said, it is now recalled:

"I wish there was some way we here on the desert on a day like this could transport ourselves quickly to the cool glades of Mt. San Jacinto."

THE EXACT WORDS used by Crocker are now lost in the days of the years that have passed since he uttered that statement — a wish — such as anyone would make but this one began to jell into theory; later into the form of three bills passed by the California Legislature. Two of them vetoed by former Governors Olson and Warren and then finally signed by the Chief Justice of the U.S. Supreme Court Earl Warren who was then governor of California. The former state executive signed the final bill creating the Mount San Jacinto Winter

Park Authority in 1945.

THUS A WISH uttered by a hot and perspiring Villager will, in approximately two years, become a physical reality. A reality around which far-visioned men, tenaciously struggling to hold before despairing and manifold "road blocks," criticism and skepticism that the "tramway" would never be constructed.

"I see no obstacle now that will prevent the construction of the tramway," declared Coffman. "Even as I make this statement, Kaiser and company of San Francisco, investment bankers, I am sure are preparing to make an additional economic survey which will support the sale of revenue bonds, the money for which

will be used in the construction of the aerial lift."

THE RECORDS INDICATE that this same financial house employed the services of Covendale and Colpitts in 1950 to make an economic survey. This report was extremely favorable pointing out that the revenue bonds would be a safe investor's purchase.

"This report can be brought forward to the present day in a short period of time," Coffman opined. "Certainly if this firm of economic engineers felt the operation of the tramway would have been a success back in 1950, the increase in population and travel to this area since then would result in a better prospective operation of the tramway."

Others have repeatedly pointed out that the giant towers, the tramway cars traveling up and down massive cables, would in itself become a tourist attraction from a standpoint of merely viewing the engineering accomplishment.

GORDON BANNERMAN, chief of the Tramway Division of the U.S. Steel corporation traversed the sight of the proposed tramway with the complete sanction of Benjamin Fairless, chairman of the board of directors of U.S. Steel Corporation.

Fairless, on a visit to Palm Springs several years ago, expressed great interest in the tramway to this reporter. His interest was so great he also sanctioned the expenditure forced to wait. The picture is changed

now. I believe the tramway will not cost any more than estimated in 1950," Coffman predicted.

OTHERS WHO SPENT unending hours of time to bring Crocker's wish into reality and have spent considerable amounts of their own money in travel and other expenses, are the members of the Mount San Jacinto Winter Park Authority.

In addition to Coffman and Crocker there are: Gwynne Wilson, vice-president and general manager of the Los Angeles Turf Club; James Nusbaum, Idyllwild; Vincent W. Grubbs, Riverside; Leonard Firestone, of the Firestone Tire company and Arthur C. Stewart, vice-president of the Union Oil company.

Coffman paid great tribute to Henry Lockwood, counsel for the Authority, "who literally spent thousands of hours on the legal aspects of this project and a considerable amount of his own money for which he was never reimbursed."

WHAT THE TRAMWAY will mean for Palm Springs is unfathomable at this time. Nevertheless, the skeptics of many years standing are now shouting from the rooftops: "Well, I told you so — never doubted for a minute that we would have the tramway. No sir-eee!"

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FIRST CHURCH OF CHRIST, SCIENTIST, PALM SPRINGS

A Branch of The Mother Church, The First Church of Christ, Scientist, in Boston, Mass.

Sunday Service, 11 A.M.
Wednesday Meetings, 8 P.M.
(Women's Clubhouse)
Sunday School, 9:15 A.M.
271 Ocotillo Avenue

The Reading Room in The Center is open daily, except Sundays and holidays from 12 to 4.

Lutheran Services
at
Youth Center
386 No. Belardo Road
Every Sunday
at
8:30 A.M.
REV. W. H. TENSEMEYER

LARGE MEN!

We are overstocked, but good, on Large and Extra Large sizes in fine quality long sleeve sport shirts —

All kinds and all prices, selling regularly from \$3.95 to \$8.95 —

They're stacked and ready to pick from and the best news of all is the considerably "Below Cost" price of

1/2 OFF

AND THAT MEANS

BICYCLE STOLEN
Theft of an English-type bicycle valued at \$45 was reported to police Monday by Karl Martinus, 1447 North Palm Canyon drive.

Banks to Close at Noon Friday

In observance of Good Friday Palm Springs Bank of America will close at noon Friday and not re-open until the regular banking hours at 10 a.m. Monday. Harold West, assistant manager, said Tuesday.

D. W. Richardson, manager of the Desert Bank here, said that that institution would also observe the Good Friday hours and close at noon tomorrow, re-opening at 10 a.m. Monday. Saturday is regular closing day for all banks in California.

HELP YOURSELF TO HEALTH WITH THE Green Magic of B-L No. 10

B-L No. 10 is designed to help you build blood, overcome hardening of the arteries, heart muscle fatigue, anemia and general "Run-down" condition.

Now Available at
El Paseo Pharmacy
800 No. Palm Canyon Drive

Ramon Drug
454 So. Indian

Village Pharmacy
201 No. Palm Canyon Drive

1/4 to 1/2 Off
Come In and Save!

ELLIS

155 E. ANDREAS
Bet. Palm Canyon & Indian
"IN THE HEART OF THE VILLAGE"

Try that
Fabulous
Tanning Agent

So you want to!
Get a good tan...

Smith Brothers
PALM SPRINGS
DESERT TAN

at all Leading Drug Stores and Clubs

Come to CHURCH for EASTER SERVICES

LIFT YOUR HEART WITH THE GLORY OF EASTER



Age-old, yet ever-new, is the transcendent glory of Easter. And where else can you find its true meaning so beautifully expressed as in Church? Here, as you join with family and friends in song and prayer, you will experience anew in your heart the miracle of Easter, and return to your work-a-day world refreshed in spirit and strengthened in faith, hope and courage.

Our Lady of Solitude

151 Alejo Road
Msgr. J. Powers
Rev. P. O'Neill

HOLY SATURDAY, APRIL 17th

Ceremonies begin at 6:30 A.M. Blessing of New Fire, Paschal Candle, Holy Water and Baptismal Water, Litany of Saints followed by Holy Mass about 7:30 A.M.

Confessions on Saturday from 10:00 to 11:00 A.M., from 2:30 to 5:30 P.M. and from 7:30 to 10:00 P.M.

MASSES ON EASTER SUNDAY

APRIL 18th

High Mass at 6:00 A.M. Low Mass at 8:00 A.M. and 9:00 A.M.

High Mass at 10:00 and Low Mass at 11:30 A.M.

P.S. The change in Masses is for Easter Sunday only. Regular Sunday Masses at 6:15, 8:30, 10:00 and 11:30.

Palm Springs Community Church

Baristo and Cahuilla Road
Dr James H. Blackstone, Jr.

GOOD FRIDAY
7:30 P.M. Holy Communion

EASTER SUNDAY

5:15 A.M. 38th Annual Hillside Sunrise Service
(at O'Donnell Golf Course)
9:30 A.M. Sunday School
9:30 and 11:00 A.M. Morning Worship Service
7:30 P.M. Evening Service
Religious Film "Journey into Faith"

Our Lady of Guadalupe

Arenas Road and El Segundo

Rev. Michael J. O'Sullivan

EASTER SUNDAY MASSES
8:00 A.M.
10:00 A.M.

St. Paul's in the Desert

Episcopal Church

West El Alameda

Rev. W. A. Blondon

CHORAL EUCHARIST — 7:00 A.M.
Sermon by the Rector
Holy Communion 9:00 A.M.
Choral Eucharist 11:00 A.M.
Children's Festival 3:30 P.M.

This Easter Sunday Church Page is Sponsored by

THE VILLAGER
SADDLE & SIRLOIN
CORONET LODGE
THE DOLL HOUSE
PALM HOUSE

INGLESIDE INN
Ruth Hardy, owner
PALM SPRINGS BUILDERS SUPPLY
DESERT INN
CHI CHI

HOWARD MANOR
SAMPSON-CURTIS, INC.
Palm Springs Oldest Insurance Agency
LONE PALM HOTEL

The Desert Sun — 4
and PALM SPRINGS NEWS
PALM SPRINGS, CALIFORNIA
Thursday, April 15, 1954

to Henry Lockwood, counsel for the Authority, "who literally spent thousands of hours on the legal aspects of this project and a considerable amount of his own money for which he was never reimbursed."

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"Well, I told you so — never doubted for a minute that we would have the tramway. No sir-eee!"

American Way of Life Compared with Communism

Basic differences between communism and the American way of life were described by Walter L. Scratch, author of "God vs. Communism" at a luncheon meeting of the Palm Springs Kiwanis Club Tuesday at El Mirador hotel.

Scratch, assistant to the editor of the Hollywood Citizen-News, attended some 80 communist and pro-communist meetings for his paper starting in 1945.

He told the Kiwanians, of whom 15 were visitors from the El Monte club, that the issue involves a conflict which must be solved by education. It can not, he said, be solved with bombs because it is a conflict of ideas, not a conflict of nations.

Scratch, with his wife Patty, an artist, and their 14-year-old son, Leonard, are trailering in Palm Springs, where they have spent each Easter week for the past ten years.

Annual Easter Festival Sunday at Smith Home

A highlight of Easter Day in Palm Springs for the past five years will be renewed Sunday when Mr. and Mrs. Stephen R. Smith host the annual Easter Egg hunt at their home at 749 Prescott drive.

Children of the Frances S. Stevens school last Monday morning colored the eggs for the hunt.

The Smith's two daughters, Stephanie and Sharon, attend kindergarten and second grade at the school and will aid their parents in hosting the gala affair.

It will be the sixth year of the event and last year approximately 120 children participated.

Mary Lou Stuart, Betty Mitchell, Vera Biss, Lucille Beck and Irma Marshall, mothers of several of the kindergarteners, met with Mrs. Smith last week and made 200 baskets for the children to use in the hunt for the 40 dozen eggs hidden on the grounds of the home.

If all of the baskets are not used they will be filled with colored Easter eggs and taken to children who could not attend the event.

Mrs. Harry Crawford of Long Beach, Village Hostess owner, will see to it that every child at the annual Easter egg hunt has a generous portion of ice cream at the close of the event.

Junior Chamber to Elect Tonight

Members of Palm Springs Junior Chamber of Commerce will meet tonight at World War Memorial Hall to elect officials for the new year from the board of directors which was completed last week.

Jim Hadlock, president, urged all members to be present for the important election.

Not Sold

Trailer Park Merely Leased

Lorene McGlamary of Taylor Trailer park, 601 East Andreas, said Monday that the park had not been sold as reported last week but had been leased for a term of five years.

The lessee is Earl F. Emmons of Long Beach who plans to call it the Desert Trailer Haven.

Mrs. McGlamary said they will continue to make their home in the park.

"I am opposed to any sale of land on Section 14," she said, "and certainly don't want property so listed. It is just a five-year lease."



IN MANOR ROOM — Diahann Carroll, new star of the singing and entertainment world, who will start an engagement in the Manor Room of the Howard Manor tonight.

Diahann Carroll to Appear in Manor Room Tonight

Continuing his policy of bringing first-rate entertainment to the Manor Room of Howard Manor, Owner Bob Howard has signed Broadway's newest singing sensation, Diahann Carroll, to a personal appearance contract.

Miss Carroll, who comes to the desert direct from a spectacularly successful 16 weeks' engagement at New York's famous Latin Quarter, opens a limited engagement in the Manor Room tonight.

New York critics have hailed Diahann as the greatest singing发现 since Lena Horne. She was discovered by Latin Quarter

Mayfair to Stage Annual Egg Hunt

It will be a field day for Palm Springs area youngsters Saturday morning when Mayfair Market opens its doors at 8 a.m. with the annual Easter Egg hunt the main item of the morning.

Candy eggs and "secret eggs", the latter entitling the finder to win special prizes, will be hidden in the market.

The market will be divided into two areas so that children of different age groups will have an equal chance but all will be eligible for prizes said Jim Schulke, manager of the local store.

Although parents are not permitted to aid the children in the hunt they are urged to accompany them to and from the market to avoid any accidents or straying.

Family Thanks

Village Friends

Mrs. Frank Partridge and family this week expressed their heartfelt thanks to their many friends for their kind thoughts and words of sympathy in their bereavement when husband and father, long-time Villager Frank Partridge, was suddenly stricken.

They also wished to thank the scores who expressed their sympathy in contributions to the Frank Partridge Memorial Fund for the Boys' club which the late Mr. Partridge founded and of which he was a director for many years.

"I am opposed to any sale of land on Section 14," she said, "and certainly don't want property so listed. It is just a five-year lease."

Chi-Chi Starlite Room
OPENS FRIDAY, APRIL 16

GORDON MACRAE

Great Star of Motion Pictures, TV, and Radio
America's Most Beloved Singer of Songs

Other Added Attractions

Reservations Phone 7391 or 5133

Lions to Honor Dads, Daughters, at Rally Today

Palm Springs Lions club will stage its annual Fathers and Daughters Day luncheon this noon and the usual excellent program of entertainment has been mapped.

Murray Bois-Smith will be Master of Ceremonies and has lined up some talented surprises for the event. Daughters of Lions club members who have presented programs during the past years will be honored.

In cooperation with Mrs. C. Thurston Chase of Chase school at Thousand Palms and Edward Van Metre, recreation director at the school, Bois-Smith has prepared an entertaining program.

Chase school boys on the program are Skip Giraud, Peter Jones, Lee Rose, Richard Moffitt, John Mulligan, Peter Thorne and Jimmy Wilson.

Daughters of Lions members to be honored are Caroline Colegate, Ruth Marie Samson and Mary Gail Walker. Mrs. Lois Lux will be the accompanist for the vocalists.

From Page 1—MORE ABOUT

ELECTION

158 registers in the district, 100 went to the polls. Their vote was:

Sanborn	71
Self	29
In District Six, 56 per cent of the voters cast their ballots. With 314 registered voters in the district, 176 ballots were cast. The result was:	
Miller	138
Cavett	38

CITY COUNCIL will canvass the vote next Tuesday evening and the re-elected councilmen will be sworn in for their new terms at that time.

EASTER



is a family affair

At Church, with family and friends, rejoice anew in the spiritual inspiration of the Easter message.

After Church

BRUNCH at **El Mirador** HOTEL

is also a family affair.

In the Kiva Room and Starlite Patio

Served from 12 to 2 p.m. — \$2.00 per person
Enjoy a delightful repast of delicious food

BRUNCH RIDE

Starting at 10:00 a.m. at the Picket Line — across from hotel
Reserve your horse at any stable

Entertainment by Tex Kidwell

Internationally known Cowboy Singer
Reservation — Phone 2044



Easter Specials In Desert Living

by Edith Eddy Ward

SAMAREU

For the Home-Income Seeker

Offered for sale as a most desirable investment

7 units smartly decorated and beautifully furnished.

Completely equipped kitchens. Room for further expansion

for at least five more luxuriously designed rooms

or apartments. Nearest apartment hotel to beautiful

Shadow Mountain Club. Cooled by Refrigeration.

Swimming Pool, heated and filtered.

Property includes 3 bedroom house for owners.

One of the finest hotel-property investment offered in a long time.

Samareu is practically new and completely inviting.

TERMS

Desert Dream Home

Two bedroom, two baths. Walled Patio, Fireplace

Situated on corner lot. Cooled by Refrigeration. WAS \$15,000.00

REDUCED TO \$13,500

A 'Must See'

POOLSIDE HOME

Two bedrooms, Walled Patio, Fireplace. The type of Desert home you have been dreaming about.

REDUCED TO \$9,500.00

NEAR SHADOW MOUNTAIN CLUB

One of Palm Desert's Finest Homes

Two bedrooms. Two baths. Situated on Estate size lot.

This is the type of home you have been seeking for a long, long time.

Reduced from \$27,500 to \$22,500

TERMS

EDITH EDDY WARD

ASSOCIATES

Bob Coates

Charlotte Steward

Real Estate Brokers Invited

Specializing in

PALM DESERT PROPERTIES
SHADOW MOUNTAIN HOMES

Phone Palm Desert 76-3431 or 76-3421

Nothing Supplants
Experience

Take advantage of our seven years experience dealing in Palm Desert properties and our knowledge of property values in the area.

73-667 Highway 111 — Palm Desert

CIRCUS

the Western theme.

"Wear your Western Togs, gather your friends together and have yourself a good time in the friendly spirit for which

School Board to Meet this Evening

Board of trustees of Palm Springs Unified School District will meet in regular session this evening at 7:30 in the offices of Frances S. Stevens school.

the Village is noted," was the advice of the co-chairmen.

THE DAYS THAT FOLLOW will be crammed with fun events, each one an occasion in itself. Many stars will be on hand to officiate and entertain.

Queen Alice Faye will preside over all events. Phil Harris, showmaster, Walt Disney, parade grand marshal, and Ray Ryan, sheriff, are the colorful officials and Bing Crosby, Bob Hope, Gordon McRae, Lily Pons, Charlie Farrell, Dean Martin, Desi Arnaz, and many other famous personalities will join in the fun.

THE CENTER in the heart

of the Village will be the setting Friday for the big chuck-wagon luncheon and kangaroo court. Presiding as judges will be Leo Fields and Desi Arnaz, who will mete out fines and punishment to willing offenders who have been rounded up by the 50 lovely sheriff's deputies for not wearing some article of western dress or who cannot display an immunity button. In good old kangaroo court style, justice will be dispensed as suits the mood of the judges. Tickets should be secured early for the luncheon, which starts at 12 noon.

The fifty deputies called on hotel owners today to give them an early opportunity to

buy tickets for this affair for their guests. Tom Kieley, chairman of the Chamber of Commerce hotel division asked cooperation of hotel owners and managers in this phase of the Circus program.

THE HIGH SPOT of the weekend's activities will be the Desert Circus Ball Friday evening, when El Mirador hotel will take on the aspect of the Big Top, with tent rigging, side show canvas, colored balloons, and caged animals as some of the props, plenty of surprises, and all-star entertainment.

Tickets should be secured early for the luncheon, which starts at 12 noon.

This night, too, will see the crowning of the Queen.

This party will be a costume

dinner dance, cocktails to be served in El Mirador Room, Starlight Patio, and Kiva Room beginning about 7 p.m., and dinner at 8:30. Freddie Martin's famous orchestra will play for the dancing.

Trav Rogers, in charge of these arrangements, says that circus costume as well as western clothes will be in order.

JIMMY COOPER, parade chairman, announced that the parade will start down Palm Canyon drive at 10:30 Saturday morning, from El Mirador hotel to the dispersal point at Ramon road. According to Cooper, the number of entries already received and carefully selected

indicates this to be one of the biggest and finest parades to be held in Palm Springs in recent years.

Walt Disney, from whose production "The Living Desert" theme was taken, will head the procession, aboard his "Disneyland" stage coach drawn by six matched ponies. Queen Alice, in western gear, will occupy the place of honor. Sheriff Ray Ryan will ride astride his beautiful silver-mounted saddle, and many other stars will participate, mounted, or riding the beautiful floats. Nattily dressed and beautifully mounted posses from many California counties, other equestrian entries, and

about 20 smart bands are expected.

AGAIN ON SATURDAY night, Freddie Martin, one of the nation's top name bands, will play for the dancing revelers

at the Grand Marshal's Round-up dance. The American Legion hall, patio, and street in front of the hall will be enclosed tent-style for dancing in those areas, and booths and bars set up where refreshments can be obtained. The Elks lodge has charge of these arrangements.

Celebrities will be on hand to entertain and a capacity attendance is expected to wind up the Desert Circus in grand style.

The Desert Sun—6a
and **PALM SPRINGS NEWS**
PALM SPRINGS, CALIFORNIA
Thursday, April 15, 1954

For Prescriptions



S & H Green Stamps



Advertised prices effective Thurs. thru Sun., Apr. 15-18
Limit Rights Reserved — No Sales to Dealers

444 N. Palm Canyon Drive
Palm Springs



HUNT'S, Sliced or Halves,
PEACHES 4 29-oz. Cans **89¢**
ELNA BRAND, Pure

GRAPE JELLY 20-oz. Jar **23¢**

LIBBY'S FRESH-FROZEN
PEAS 2 10-oz. Pkgs. **25¢**

ELNA BRAND, GRATED

TUNA 6 1/2-oz. Can **21¢**

6 Delicious Flavors

JELL-O Gelatine Desserts

3 reg. pkgs. **25¢**

FOOD CLUB BUTTER

First Quality

1-lb. carton **59¢**

Princella YAMS In Heavy Syrup

29-oz. Can **25¢**



Market Open Easter Sunday

It's not only delicious . . . but . . . at Mayfair's low price . . . so thrifty!

49 c lb
10-14 lbs. Avg.
Oven Ready **59¢** lb

ARMOUR'S STAR GRADE A
U.S.D.A. Inspected and Graded
FRYERS

Armour's Star, U.S.D.A. Grade A, Eviscerated
HEN TURKEYS

Armour's Star or
Hoffman's
HAMS
Hickory Smoked, Sugar Cured
Full Shank Half **59¢** lb.

JUNIOR TURKEYS
JUNIOR GESE
YOUNG DUCKS
FRYING RABBITS
SLICED BACON
HALIBUT STEAKS

5.8 lbs.
Armour's Eviscerated
Armour's Star Plump, Tender
Sun-Cal Cut-Up
Mississippi Grade A Fancy Northern

59¢ lb
59¢ lb
59¢ lb
59¢ lb
75¢ lb
39¢ lb

CRANBERRY SAUCE
OCEAN SPRAY, 15 1/2-oz. can
Wonderful with chicken or ham **19¢**

Jones Dairy Farm Sausage
Delicious small links
1-pound package **89¢**

Try a canned ham for Easter! Cooked, Boneless, No Waste

DUBUQUE'S
Cooked Boneless
CANNED PICNICS
4 1/4-lb. can **349¢**

"From the Land o' Corn"
DUBUQUE'S CANNED HAMS
3 Sizes: 9-lb., 9 1/2-lb., 10-lb.

PLUMROSE
CANNED HAMS
Imported, Danish
2-lb. can **249¢**

ARMOUR'S STAR
CANNED HAMS
4-lb. can **469¢**

Per Pound
By the Can **89¢**

FINEST QUALITY
BOLOGNA
Large Sliced **45¢** lb

"Rich up" your
Lenten Menus

with New
DELRICH
LB.. **29¢**

It's slow-blended
for richer flavor

LIPTON TEA
THE BRISK TEA
1/4-lb. **35¢**

As featured by Walt Jenson on . . .
"Quick! What's the Answer"
MAYFAIR'S RADIO SHOW
Mutual Don Lee Network

Keeps Hands Soft and Smooth

DISH-AWAY
Liquid Detergent
6-oz. btl. **39¢** 16-oz. btl. **57¢**

LIPTON TEA BAGS
THE BRISK TEA
pkg of 48 **58¢**

LIPTON TEA BAGS
THE BRISK TEA
pkg of 48 **58¢**

SWANSDOWN
CAKE MIXES reg. pkg. **29¢**

GOLD MEDAL FLOUR 5-lb. bag **53¢** 10-lb. bag **99¢**

PILLSBURY'S
PANCAKE FLOUR 40-oz. pkg. **29¢**

PILLSBURY'S
ANGEL CAKE MIX 16-oz. pkg. **53¢**

Parson's Sudsy AMMONIA qt. btl. **24¢**

BLuing Flakes 3-oz. pkg. **9¢**

BLU-WHITE SUNSHINE —Lb. pkg. **33¢**

HI HO

Dry Cleaner RENUZIT qt. can **59¢**

WESTON'S CHOCOLATE 4-oz. PKG. **22¢**

GRAHAM CHIPS pkg. **22¢**

Assorted Flavors Sioux Bee Honey 12-oz. jar **29¢**

Liquid Starch STA-FLO qt. btl. **24¢**

Table Syrup VERNON MAID 12-oz. btl. **29¢**

VERMONT MAID 12-oz. btl. **29¢**

FOR EASTER FLOWERING PLANTS
Beautifully Gift Wrapped

African Violets **98¢** up

GARDENIAS **98¢** up

CALADIUMS **98¢** up

TOILET SOAP Sweetheart Regular Bath

Q-T 7 Minute Frosting Snow-Whip Just add water 5 1/2-oz. pkg. **25¢**

3 for **25¢** 2 for **23¢**



HEY KIDS!
BIG FREE EASTER EGG HUNT
Here Saturday Morning, 8:00

It's time for Mayfair's annual Easter Egg Hunt again! Be here Saturday morning at 8 o'clock, and you'll have the time of your life. Over 2000 candy eggs for you to find, plus wonderful "secret" eggs that you can trade for a beautiful prize. Any junior hunter up to 8 years old is eligible, and every one has an equal chance to win.

It's Loads of Fun! Don't Miss It!

Willamet Sliced Beets 2 17-oz. Cans **25¢**

C & H Brown Sugar 2 1-lb. Pkgs. **25¢**

Heinz Ketchup 14-oz. Btl. **21¢**

Arden's Cottage Cheese 1-lb. Ctn. **27¢**

Mel-O-Sweet Colored Marshmallows 1-lb. Pkg. **33¢**

Wilshire Pickles 24-oz. Jar **39¢**

Sunshine Krispy Crackers 1-lb. Pkg. **24¢**

Gerber's Strained or Junior Baby Foods 12 Reg. Cans **98¢**

LIQUORS

Wines for Easter Paul Masson **\$1.25**
VIN ROSE 5th **\$1.19**

Christian Brothers BURGUNDY Roma, Dry SAUTERNE 5th **58¢**
Louis Lelong, Imp. CHAMPAGNE Torino, California CHAMPAGNE 5th **\$1.79**

For Passover Jericho, Kosher GRAPE WINE 5th **59¢**
Manischewitz, Kosher GRAPE WINE **\$1.19**

\$3.59 Clinton County STRAIGHT BOURBON 6 Years Old **\$3.19** 5th

Mayfair Garden Fresh PRODUCE

NEW CROP, U. S. NO. 1 WHITE ROSE POTATOES

5 lbs. **15¢**

ARTICHOKES 2 for **9¢**

Garden Fresh, Green, Tender, Large Size

Delicious Apples Medium Size 3 lbs. **29¢**

Garden Fresh, Tender CELERY 3 c. lb.

More for your money at Mayfair

El Mirador Ball Club Wins, 18-5

Palm Springs independent baseball team, now sponsored by El Mirador hotel, won its first game of the season Sunday.

The Desert Sun 2b
and PALM SPRINGS NEWS
PALM SPRINGS, CALIFORNIA
Thursday, April 15, 1954

day, 18 to 5 at Banning. Bill Russell and Bill Jones combined to pitch a four-hitter for El Mirador, while their teammates were pounding out 14 hits.

Manager Warren Linville and Jones, paced the team with three hits each.

El Mirador team will play this Sunday afternoon at the Palm Springs Polo Grounds, with Indio as the opponent.

The public is invited to the City Recreation Department sponsored event, with admission free.

INDIANS PRESS ARABS, FINISH SECOND IN RCL

Palm Springs Indians gave Coachella high its toughest tussle in eight years but fell seven points shy of winning the annual Riverside County League track and field title.

Willie Miller, Indian Bee sprinter became the fourth man to share the 10.4 record in that division in the 199-yard dash.

Egbert of the Indians won the Varsity 100 in 10.2 but was nosed out in the 220.

LARRY BRUTON ran a strong race in the mile but was just a stride short and finished second.

John Laster took the 440 as expected, turning the quarter in 52.5.

Eugene Prieto, Indian freshman, turned in a surprising 3:28.7 in the 1320-yard run in the Bee division.

Palm Springs' half mile relay team of Alvin Harrison,

Jerald Egbert, Dave Manger and John Laster, smashed a 14-year-old league record by touring the distance in 1:32.7.

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This is the summaries:

VARSITY MEET

BROADJUMP—Won by Jackson (P), Yoxsie (CV), Mock (SA), Skidmore (P).

SHOTPUT—Won by Harrison (P), Wallace (CV), Blocker (CV), Holland (H), Bonge (P), Distance: 43' 4 1/8".

HIGHJUMP—Won by Gates (P), Moore (P), third, Amato, Rape (P).

POLE VAULT—Won by Fricker (H), 4-way tie for second among Moore (P), Harrison (P), McOsker (S) and Roberts (P).

120 HH—Won by Cotten (CV), Johnson (Ban), Morton (P), Tatums (CV), Chavez (CV). Time: 15.9.

220 HH—Won by Egbert (P), Weeks (Ban), White (CV), Yoxsie (CV), Harrison (P). Time: 10.2.

440—Won by Laster (P), Chavez (CV), Fricker (H), Maddes (CV), Hulstrom (CV). Time: 53.5.

880—Won by Oleson (CV), Alvarez (H), Alvarez (CV), Salgado (E), McOsker (S).

1200—Won by Cotten (CV), Skidmore (H), Grace (P), Harris (P), Johnson (Ban). Time: 20.5.

220—Won by Weeks (Ban), Egbert (P), White (CV), Roberts (CV), Hulstrom (CV). Time: 22.1.

MILES—Won by Brown (E), Bruton (P), Dangler (CV), Roberts (CV), Hulstrom (CV). Time: 4:49.2.

POLE VAULT—Won by Palm Springs, (Harrison, Egbert, Manger, Laster), 3—Coachella, 3—Perry, 4—San Jacinto.

Time: 1:32.7. (New RCL record. Old record of 1:34.7 set by Hennet in 1939).

INDIAN SCORING IN CEE MEET: Nelson third in broad jump.

Miller third in shot put.

Nelson tied for third in pole vault.

Rowe tied for fifth in 120 yard low hurdles.

Haynes tied for first in 180 in 19.4s.

Relay team second in 440 event.

This is the summaries:

Indian Mermen Meet Riverside

Palm Springs high school swimmers, winners over Redlands high school in their last outing, will travel to Riverside Tuesday to meet the strong swimming team there.

Coach Way Reynolds' squad will have two more events following their Tuesday encounter with Riverside high school, the Citrus Belt League preliminaries at Chaffey high school on April 27, and the finals there on April 29.

Rainiers Do All Right First Week

Seattle's Rainiers did all right in the first week of play in the Pacific Coast League.

Leaving Palm Springs a week ago Sunday they went to San Francisco where they took six out of seven from the Seals. They almost made it a sweep, winning their first six games.

This week the Rainiers are at Sacramento.

Indio Nine Meets Villagers Sunday

Indio is scheduled to meet Palm Springs baseball team at the Polo grounds next Sunday at 2 p.m.

The next week the U.S. Marines are slated to play the local squad, also at the Polo Grounds.

The public is invited to the games. Howard Haddock said, and admission is free.

Later night games will be played at the Polo Grounds, Warren Linville, manager of the team said.

DESERT SUN MODEL HOME Special Price \$36,500

3 bedrooms, 3 baths, 2 rooms panelled in mahogany. Western Holly built in stove, garbage disposal, dishwasher, metal cabinets, double garage, sprinkler system, heated pool, yard, walled in. OPEN DAILY

Cor. Mesquite & Sagebrush
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• BUILDING SERVICES •

Registration

Today Final Day for June 8 Vote

Today is the last chance to register for the June 8 primary election.

ies which will involve judicial district, county, state and national offices.

Voters may register with Miss Marjorie Hyde at 290 North Palm Canyon drive or at the city hall.

Business Directory

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BEST PERFORMANCE IN ITS HISTORY!

Stop around
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for yourself



AN ENTIRELY NEW 161-HORSEPOWER V-8 and new ball-joint front wheel suspension combine to give you an effortless new kind of performance unique in the popular-price field.

Take Mercury's trial drive. See how much more you get for your money. You just can't beat this combination of power, handling ease—and economy!

MERCURY

IT PAYS TO OWN AMERICA'S
FASTEST GROWING CAR

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PALM SPRINGS LINCOLN-MERCURY COMPANY

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P.O. Expansion Program Near

Palm Springs post office is included in a list of 15 county post offices to benefit by expansion projects if a measure now before the United States senate is successful. Senator Thomas Kuchel said last week. The Federal Public Building Act, designed to allow the federal government to finance public building through installation purchase, is scheduled for Senate debate this week.

Included in the county projects eligible for construction but held up because money has not been appropriated besides Palm Springs are post offices in Cathedral City and Palm Desert.



The Palm Springs Area Yearbook now on the stands has over forty pages of colorful desert pictures and maps and is one of the most colorful resort publications in the United States today. Twelve pages of the wildflowers of the West in full color has been recently added. The book tells the complete story of the Palm Springs Area.

DIRECTORY Palm Springs and Desert Area Real Estate Firms

PALM SPRINGS Phone
APPLEBAUM, DAVID 5555
326 S. Indian Ave.
BOGESS, Incorporated 2971
Penthouse 31, The Plaza
FOSTER, HERBERT H. 3555
101 N. Palm Canyon Dr.
FULTON, MURIEL E. 2225
119 S. Palm Canyon Dr.
GANNON REALTY CO. 2772
711 N. Palm Canyon Dr.
HAMMOND, JAMES 5373
875 N. Palm Canyon Dr.
HARRY REED and
RUSSELL WADE 2855
850 S. Palm Canyon Dr.
HICKS, HAROLD J. 2736
813 N. Palm Canyon Dr.
ISRAEL, ADOLPH 2981
671 N. Palm Canyon Dr.
JAMES, MARTHA 2751
445 N. Palm Canyon Dr.
MATHEWS, CHAS. J. 5308
180 S. Indian Ave.
MILLER, FRANK W. 2929
428 N. Palm Canyon Dr.
MUNHOLLAND & CO. 3673
1059 N. Palm Canyon Dr.
NELSON, AMY 4627
2277 N. Palm Canyon
NICHOLS, CULVER 2182
861 N. Palm Canyon Dr.
PALM SPRINGS REALTY CO 711 N. Palm Canyon 2742
190 N. Sunrise Way 7708
PRESS, THERESA 5282 or
420 S. Indian Ave. 5691
RAY, TERRY 2064 or 5103
773 N. Palm Canyon Dr.
ROCKS, MADGE O. 7375
P.O. Box 669
SHEPENKO, PETER B. 2727
The Pioneer Realty Co.
475 N. Palm Canyon Dr.
VENGER, LOUIS 6060-5595
3775 N. Indian Ave.
Mail Address P.O. Box 1447
WEINSTEIN, RALPH 2884
256 1/2 S. Palm Canyon Dr.
WILLIAMS, JOHN W. 3311
423 N. Palm Canyon Dr.
WRIGHT, BILLY 5727
180 S. Indian Ave.

CATHEDRAL CITY
BILES, RUTH 8-4371
56 Glenn Street
BLALEY, M. H. 8-4313
HILLERY, WILLARD R. 8-3417
JORGENSEN, E. M. 8-3401
68-574 Broadway
LEWIS REALTY, Ann 85002
Formerly Ann Sloan Realty
661 Broadway
SHERRILL, R. H. "Bob" 707 and 713 "D" St. 8-3543

INDIO
STEPHENS CO. 7-7371
Lupine Ave at N. Jackson
THOUSAND PALMS
HAL CORNELIUS 393
COACHELLA
RALPH L. STEPHENS CO. 85-205
PALM DESERT
EDITH EDDY WARD
Palm Desert 76-3431
ELLSWORTH, BOB 76-3741
P.O. Box 281

THUNDERBIRD AREA
BURKE, TONY 8-3391
Wonder Palms Road
Palm Springs
RANCHO MIRAGE
EWART, ESTELLA C. 8-4203
TAMARISK C. C. AREA
PALM VALLEY REALTY Co.
Wonder Palms Rd. and
Hiway 111 8-3481

Cathedral City News

By Paul and Mildred Clark—Phone 8-4691

Fire Protection

Additional fire protection for the Cathedral City Fire Protection District, which embraces the area between Date Palm drive on the east and Cathedral Canyon drive on the west, was announced at a meeting of the board of fire commissioners held Monday evening. Present were L. C. Lewis, president, and board members W. R. Hillery, Paul Clark and Vernon Krings, who is also assistant chief of the volunteers. Volunteer Fire Department Chief Nate Cohn and Allen Price, president of the volunteer firemen, were also in attendance.

Lewis reported that after several months of negotiation the county was leasing to the district on a dollar per year basis a 500 gallon fire truck and pumper. This equipment, while somewhat old so that it is not considered suitable for county-wide use, is in good workable condition for local service. The district will be responsible for the care and cost of maintenance. This truck will serve as stand-by and emergency equipment so that when the state forestry truck is called out there will be protection in case of a second fire. The commissioners authorized purchase of additional equipment for the volunteer fire department and complimented them on the efficiency of their organization.

Fire Chief Cohn thanked the commission for its support of the volunteers, and also voiced an appeal for recruits for the department. The men have a good club room at the fire hall, and meetings are held every Wednesday evening. Two meetings a month are used for actual practice with the equipment, and the other two for instruction. At present a state instructor is presenting by available schooling each week. Any one interested in joining the department is urged to contact Cohn at his Sunset Cottages, 543 Second street, or Krings and Price at the Chevron Service Station.

Boy Scouts
Members of Cathedral City

Union Pacific Cameramen 'Shooting' Village this Week

Scenes of Palm Springs and the surrounding desert area will be filmed here beginning this week by motion picture cameramen of Union Pacific Railroad for inclusion in a travel promotion film on California.

Vincent Hunter, head of the railroad's motion picture department, and his assistant, Jack Patterson, will arrive today to begin shooting the Palm Springs part of the film.

THIS WILL INCLUDE scenes of the town, resorts, desert "atmosphere" and the many vacation attractions available to tourists and visitors here.

The picture will be made in 16 millimeter with sound and color. It will be distributed on loan without charge to travel agencies, clubs, schools, churches and other interested groups.

A shorter version of the pic-

Good Deeds

David Uhley is Month's Winner

Prizes were presented members of Kiwanis Scout Troop 77 upon completion of their "Good Deeds" month and David Uhley, son of Mr. and Mrs. John Uhley was named the top winner.

Judges were Harold West and George Morris. Morris was so impressed by the record of Uhley that he added a special prize of a pen.

Scoutmaster Vernon Baumgardner said all of the boys in Troop 77 have an excellent record in the Scout motto: "Do a Good Deed Daily."

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Kimball, Gulbransen
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AMERICA'S OLDEST AIRLINE

announced. Named were: president, Carl Jackson; first vice president, Carl Mayfield; second vice president, Ray Cook; secretary, William Hendrickson; treasurer, Jack Hillery; tail twister, Charles Martin; Lion tamer, Leo Shirley, and directors Robert Cordes and Brad Davis. Hold over directors are James Schultz and Charley Scherck.

meeting of the Chamber.

President Paul Clark said that about half of the necessary signatures on the petitions for the formation of a Community Services District had been secured. The directors of the Chamber are actively circulating the petitions and it is hoped and expected that all of the required number will be completed by the next meeting.

Enters Contest

Scouts from Palm Springs, Thousand Palms and Desert Hot Springs made up the group. The boys were equipped with one canteen of water, one knife, one blanket, and food for one meal. A small group of boys preceded the main body and left slight signs, then the main group tracked them by means of the signs and foot prints for more than two miles.

An "injured" boy was left on the trail with a note detailing his injuries. The group who found him was required to give first aid and bandaging in accord with his supposed wounds.

M. O. Woody and Russ Snyder accompanied the Cathedral City group who were: Mike Woody, Tom Larstead, Bobby Gordon, Michael Barkis, Ralph and John Flaherty, Dennis McNamara, Russell Humphrey, Skipper Madrid and Don Mayfield.

Men's Food Sale

Not to be outdone by the women of the community, the Lions club has announced a cooked food sale with cakes and pies baked by the "Loving" hands of the Lions themselves.

Lion President Francis Wood says that the sale will be held all day Saturday, April 17 at Cordes Floor Covering Store, 650 Broadway. Lions club members signed a pledge at their meeting last week to personally prepare their offering, but murmurs of skepticism have been heard from many of the wives.

A one-hour reel of colored motion pictures of a recent Mexican tour was presented by Lion Sam Arner. The pictures were outstanding, both in technique and choice of subjects.

Arner spent nearly a year in Mexico and Central America recently filming the pictures and compiling data for lectures.

The report of the nominating committee for officers for the ensuing Lions club year was

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THE CALIFORNIA MOVIE is part of a program evolved by the public relations department of the Union Pacific to promote travel in interesting and scenic places in the United States.

The railroad has completed and released films on the Pacific Northwest, Grand Canyon, and Utah Parks and Sun Valley. Movies covering other areas are in the planning stages.

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Four Services on Easter Day at St. Paul's Church

The Feast of the Resurrection will be celebrated at St. Paul's in the Desert Episcopal church on Easter Day by three celebrations of the Holy Communion, and by a children's festival.

Duplicate services of a full Choral Eucharist will be held at 7 a.m. and 11 a.m. At these services St. Paul's choir, under the direction of Mr. and Mrs. Alex Hammond will sing the Oldroyd setting of the Holy Communion, and will sing as an anthem the "Hallelujah" from "Judas Maccabaeus" by G. F. Handel. The rector, the Rev. William A. Blondon Jr.,

will preach at these two services.

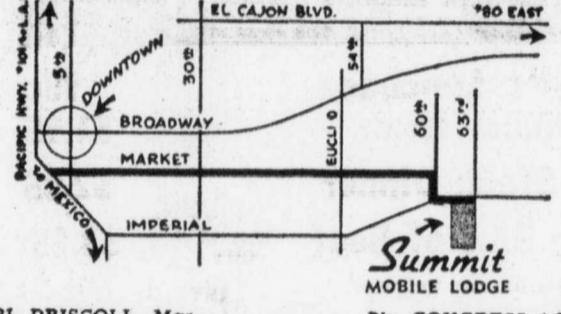
A simple celebration of the Holy Communion, accompanied by Easter Hymns will be held at 9 a.m. Mr. and Mrs. Hammond will sing a duet offertory at this service.

At 3:30 p.m. the traditional Children's Festival will be held in the church. All children, as well as friends and parents are invited to attend this service, at which time the Mite Boxes will be presented, and a floral cross built during the service. Children are requested to bring their mite boxes, and at least one flower. The Junior choir, under the direction of Mrs. William Mason will lead in the singing of the Easter hymns. The rector will give a sermonette: "Just Like a Tomb."

The Desert Sun — 5b
and PALM SPRINGS NEWS
PALM SPRINGS, CALIFORNIA
Thursday, April 15, 1954

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Studebaker first in actual miles per gallon!
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COMMANDER V-8
LAND CRUISER
WITH OVERDRIVE

MOST MILES
PER GALLON
ALL EIGHTS!

WINNER IN ITS CLASS
WITH 60.84 TON MILES PER GALLON

STUDEBAKER
COMMANDER V-8
LAND CRUISER
WITH AUTOMATIC DRIVE

MOST MILES
PER GALLON
ALL AUTOMATICS

WINNER IN ITS CLASS
WITH 53.99 TON MILES PER GALLON

STUDEBAKER
CHAMPION
WITH OVERDRIVE

MOST MILES
PER GALLON
ALL CARS!

WINNER IN ITS CLASS
WITH 50.51 TON MILES PER GALLON

28.1 ACTUAL MILES
PER GALLON

24.5 ACTUAL MILES
PER GALLON

29.5 ACTUAL MILES
PER GALLON

Local Adventist Church to Join in College Pageant

Members and friends of the Palm Springs Seventh-day Adventist church will join more than 3000 other Adventists at a special mission pageant which begins at 3:30 p.m. Saturday at La Sierra College, Arlington. Pastor Kenneth Smith announced today. The meeting scheduled for Cathedral City Town Hall in the Bible Prophecy Crusade series being conducted there is being cancelled for Saturday night only that all might attend this rally.

The mission pageant will feature Kata Rogoso, Solomon Islands chief who organized the famous Fuzzy Wuzzies and saved the lives of scores of Allied servicemen during the recent war with Japan. Rogoso, who arrives in the United States today, is making his first public appearance at the mission pageant Saturday.

Also taking part in the mission program will be F. A. Mote, W. L. Pascoe, Herbert White and Eric Boehm, all missionaries from the South Pacific area. They will relate progress of Seventh-day Adventist work among natives once noted for their headhunting practices.

Rogoso is president of the Western Solomon Islands Mission of the Seventh-day Adventist church. He has recently completed work on a translation of the entire Bible into the Marovo language for use throughout the South Pacific. This translation is being published in London by the British and Foreign Bible Society.

Music for the mission pageant will be provided by the King's Heralds quartet by the Voice of Prophecy radio broadcast. Sponsor of the event is the South-eastern California Conference of Seventh-day Adventists.

WALLET FOUND

Finding of a wallet containing identification of Franklin Knott Koerner was reported to police Tuesday morning by Leroy Chapdelaine, Cathedral City.

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Modern Prophets Subject of Talk by Pastor Smith

Continuing the subject begun last Saturday, "Modern Prophets and Visions. Are They of God?", Pastor Kenneth Smith will discuss "Tests of a True Prophet" at Sabbath worship services of the Palm Springs Seventh-day Adventist church Saturday at 11:00.

Pastor Smith also announced that there will be no Bible lecture in the Town Hall Saturday evening but urged everyone interested to attend the missions pageant at La Sierra at 3:30 Saturday afternoon and 7:30 Saturday night. The Bible lectures will be resumed next Tuesday he said.

Mrs. Fay Wilson and her daughter Kay will provide special music for the worship service Saturday. They are from 29 Palms. Two laymen of the church, Henry Crossland and Marvin Henry will also take part in the service.

Members of the Palm Springs Civic Chorus under the direction of Harry Tomlinson, their director and the organist at the Palm Desert Community church, will sing the Easter music.

Regular Easter services of the church will be held at the usual hour, 11 o'clock, with Dr. Baker preaching and the Children's choir singing.

The Easter offering will be as a moment "When the Desert Shakes" with orphan children in Korea and other parts of the world.

The second service will begin at 11 a.m. and include special instrumental and vocal music.

Dr. Hunter announced that all young people of the church are invited to a social event to be held Wednesday, April 21, at the Parish Hall. Mrs. Arthur DuVall will be hostess.

Last in Sermon Series Sunday

Easter Sunday at 11 a.m. Dr. James H. Blackstone Jr., pastor of Community church, will conclude his series of sermons on "Men Who Met the Master." This talk will deal with the Apostle Paul, who was the last one that Christ met after His Resurrection. Duplicate services will be held at 9:30 and 11 o'clock in the morning. A nursery is provided for the care of small children during the morning services with a trained nurse in charge.

The high school Christian Endeavor will meet at 6:15 p.m. in the church parlors for a discussion entitled "Do Men Live Again". The junior high Christian Endeavor group will meet in the church at the same time with Dr. and Mrs. Blackstone in charge.

An interesting picture entitled "Journey Into Faith" will be shown at the 7:30 evening service.

The picture will deal with the two disciples that walked to Emmaus, a small town near Jerusalem, and who met the Master, who had just risen from the grave. This picture is a perfect finale to Eastern Sunday," said Dr. Blackstone.

President Bruce R. McConkie of the First Council of Seventy and one of the General Authorities of the Church of Jesus Christ of Latter Day Saints, will speak here Thursday evening, April 22, at 7:30 at World Wars Memorial Hall.

Pres. McConkie is touring the California Mission of the church and is accompanied by Mission President B. L. Bunker and Sister La Paul Bunker.

All Latter Day Saints of the San Gorgonio district of the church are expected to attend the meeting.

Easter Theme for Religious Lecture

Warner S. Moon will speak next Sunday night in the Religious Science series on the Easter Theme.

The Sunday night lectures are held at the Youth Center on Belardo road and start at 8:15.



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Sunrise Service at Palm Desert Easter Morning

Palm Desert Community church, Dr. P. Martin Baker, minister, will have charge of the Easter Sunrise Service which will be held on the grounds of the Shadow Mountain Club on Easter Day at 5:30 a.m. Entrance will be by the double gates just north of the main entrance to the club. The setting will be about the fountain in front of the outdoor movie screen. Wives of the members of the church will have charge of the flower arrangements with Mrs. William McLaughlin II as chairman.

Dr. Arthur G. Coons, president of Occidental College in Los Angeles will preach the Easter sermon.

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Two Services at Cathedral City

In honor of this festival of Passover which will be ushered in on Saturday evening Rabbi Arthur B. Lebowitz has chosen the topic of freedom, a principle so closely identified with this festival's story, and has entitled his sermon, "How Free Are You?", to be delivered during the Sabbath services tomorrow evening at 8:15 o'clock at Temple Isaiah of the Jewish Community Center.

The liturgical portions of the service will be conducted by the temple choir and directed by Harry Tomlinson. Christine Tomlinson is the organist and Evelyn Spikre soloist. Saturday morning services are held at 10 o'clock.

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LDS Leaders to Hold Meeting Here Next Week

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Jewish Center Passover Seder Tomorrow Night

The Jewish Community Center Seder which has now become a tradition in Palm Springs in the ushering in of the festival of Passover will be held this Saturday evening at 6:30 o'clock in the Temple auditorium.

The excellent response for reservations is indicative of the dignified, warm and meaning-

Special Services Today, Friday, at St. Paul's Church

Today, Maundy Thursday, two celebrations of the Holy Communion will be held in St. Paul's church in honor of the institution of the Lord's Supper.

Tomorrow, being Good Friday, the traditional Three-Hour service will be held in the church between the hours of 12 noon and 3 p.m. People are invited to attend all or any portion of this service. The rector, the Rev. William A. Blondon Jr., will give a series of seven meditations, based on the last few hours of Christ's earthly life. The rector will be assisted by Francis Crocker, Mrs. Eileen Carey, Mrs. William Mason and Mr. and Mrs. Alex Hammond.

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BY AVERY ALLEN

Big weekend at the Club as the gals took over for their Annual Club Championships, and I mean took over.

This gal, Alice Heffernan, won the Club Champ title for the second year running with an 85-82 for 167. Runner up, Gwen McIntyre, playing a beautiful game to lose by only six strokes.

Big luncheon and whine ding afterwards, and I guess every shot and every hole was played

back a few times. Nice to have such big turn out, Ted Cadman seemed to enjoy handing out the prizes to the fairer sex.

Beulah Sharpe was very happy with her prize which she took home much to the amazement of the good Colonel. The prize arrived with a pair of red pajamas and a bottle of Early Napaean.

DEAN MARTIN dropped by for a quick practice round, and hit the ball real good. He played with Forrest Tucker who hits the ball just about a country mile.

Mrs. Wilson Atkins, recently crowned O'Donnell Champ, stopped by for a visit and a loop and was highly complimentary about our course and personnel.

Phil Waite has been over a couple of times—the kind of a

Brought Dave Beatty and John McCabe with him — all with pretty good road games.

Harry Tompkins, vice president of Firestone Rubber, was

in and add to the amazement of the good Colonel. The prize arrived with a pair of red pajamas and a bottle of Early Napaean.

JOE MARGULEAS and Frank Heggblade down from San Francisco. Had a little go around against these boys and Pat Martin in a real ding dong thing.

Sophie and Red Bernstein have been down for a few days. He playing in the Tam Club Championships — both playing in the O'Donnell Tournament, and she playing in the Tam Women's Tournament this weekend. Lots of golf for these

golfers but they sure love it and stay fit.

The Joe Blumenfeld family are down for Easter week — seems good to see them around again.

Cookie Swift, New York City State Amateur Champion, played the course Sunday and had a lot of nice things to say about our greens.

Looking at her tee shot makes it easy to understand her being Champ in the Empire State.

NEW MEMBERS admitted this week were: Fred R. Mottle, Palm Springs, Calif.; Harry E. Gould, Greenwod, Connecticut; Al Tiger, Huntington Park, Calif.; Samuel W. Banowitz, Chicago, Illinois; and B. Gerald Cantor, Beverly Hills, Calif.

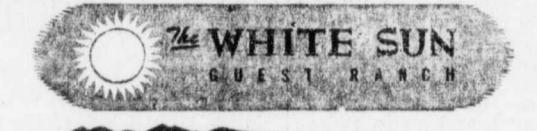
Some of our out-of-town guests this week were: Neil Wand, Detroit, Mich.; Mrs. E. H.

Sullivan, Detroit, Mich.; J. H. Oxman, Short Hills, N.J.; Kermit J. Moss, Stamford, Conn.; Louis Di Salle, Toledo, Ohio; and Mr. and Mrs. Harry L. Ross, Roslyn, N.Y.

Cawley, Seattle, Wash.; Howard W. Baker, Hartford, Conn.; Stuart Moore, Oakland, Calif.; Robert H. Cutler, El Paso, Texas; R. H. Helwig, Toronto, Ontario, Canada; Mr. and Mrs. H. M. Riddle, Eastman, Pa.; C. M. Doty, Minneapolis, Minn.; Walter Park, Cheyenne, Wyo.; D. V.

The Desert Sun—6b
and PALM SPRINGS NEWS
PALM SPRINGS, CALIFORNIA
Thursday, April 15, 1954

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TWENTY-SEVENTH YEAR

The Desert Sun

AND PALM SPRINGS NEWS

Page One-C

Palm Springs, California, Thursday, April 15, 1954

Third Section



With Hildy Crawford

The sun strikes gold on the desert with patches of wildflowers . . . and the snow caps on the mountains are diamond bright . . . Shop windows filled with Easter finery, pick up the colors of the dyed Easter eggs . . . and Palm Canyon drive is milling with vacationers . . . At night the lighted Cross, high on the mountainside, reminds of Easter Sunrise services . . .

Village matrons are buying Easter bonnets to wear to church on Sunday . . . and creating fantastic ones for the Mad Hatter Parade at The Tennis Club . . . Clubs and hotels are preparing for the Egg Hunts and Easter brunches . . . and with this summertime weather this should be a memorable Easter in Palm Springs.

Easter Eve will find a very social crowd gathered at El Mirador for the Easter Festival and Dance . . . a benefit for Our Lady of Solitude . . . Music and dancing, a Mystery Bunny, and special entertainment . . . will bring a fashionable throng to El Mirador's pool area . . .

Out at Thunderbird . . . in addition to the Egg Hunt, there will be a magician . . . and Velma Dawson (she used to be Edgar Bergen's partner) is staging a puppet show . . . At El Mirador there will be midgets in Bunny suits . . . as Palm Springs becomes an Easter Wonderland this weekend . . .

Smart Affair

Nellis Hunt said, it is people that make a party . . . and she's partly right . . . but the Sunday night affair she and Al gave . . . was one of the smartest parties of the season.

Spotlighted smoke trees and palm trees . . . and floating lily candles in the lighted pool . . . made their garden a glittering jewel in a starlit night . . .

The guests gathered for cocktails and then ate a chuck-wagon dinner of prime ribs and baked potatoes . . . and a quarter of fresh pineapple . . . at long tables, spread with red-and-white checked cloths . . . There were cowboy songs by Harold Tonne, singing to the accompaniment of his guitar . . .

The King and Queen of the Beaux Arts Ball . . . Ray Ryan and Lily Pons . . . arrived together . . . Lily leaves this week for Cleveland, where she opens in "Lucia" . . . Kay Spreckels was there . . . and Ed McCubrey came with the dancer Mati Montreal . . .

Helen and Jack Kenaston, Bill and Bob Kenaston, John and Gwen Costello . . . Monte and Bettye Herbert (Bettye had won another gold prize that day at Tamarisk), Dick and Edith Edwards, the Ed Fallgreens . . . The E. H. Robertsons, Elsinore Machris, Dorothy Gray . . . Howard and Kay Morris, the Sam Taylors, Owen Churchills . . . Frank Bogerts, Bill Boggess, the Ned Crawford, Lee Anderson, Grace Pope, Mrs. Lester Selig . . . Billy and Vicki Malouf and their houseguests, the Ralph Hemphills, and the George Irwins . . . Dick and Natalie Fewel who have taken the Raymond Loewy house for a month . . . and quite a lot more . . .

Bill and Eve Brooks popular Vancouverites who have spent the Winter season in Palm Springs, leave this week for Cleveland, where she opens in "Lucia" . . . Kay Spreckels was there . . . and Ed McCubrey came with the dancer Mati Montreal . . .

Mr. and Mrs. Packy Dee, who leave Monday for Chicago, entertained Sunday night . . . at cocktails and dinner . . . Around forty friends enjoyed the affair . . . given in the patio of the house they leased for the season at 247 Vereda del Sur . . . Santos catered the dinner which featured Chicago steaks . . . and Tex Kidwell, guitar-playing, singing cowboy, entertained . . . Among the guests were Ken and Helen Kirk and their houseguests, the Don Blakers . . . the Dan Dunlaps, Billy and Vicki Malouf, the George Irwins and the Ralph Hemphills . . . Tom and Theodore Fleming, and their son Bud, Father Maurice Dee of Monrovia, Father Thomas English of Pomona . . . Jimmy McCabe (Hotel Statler manager) . . . the John McClures, George Barretts, and others . . .

Twins Are Girls

Twin girls, Linda R. and Susan Louise, were born April 9 to Nancy and Jim Felsenthal of Highland Park, Illinois. Grandma Louise Horner (who with her husband Commander Maury Horner hurried back East for the event) writes . . . that the girls are not identical twins . . . but look like their older sister Jill . . . Louise says she and Maury already miss Palm Springs . . . and expect to be back next fall . . .

Linger Late

Linger late at the Racquet Club . . . and it is sure to prove interesting . . . David Dyer, the handsome young baritone who is Sports Columnist Braven Dyer's son, dropped in with a party that included the very attractive Jean Smith . . . Yielding to urgent requests David sang to Teddy Noel's divine music . . . "Stranger in Paradise" and "I Love Paris in the Springtime" . . . and it was pure magic . . . You can hear him at the Desert Inn's Easter ball tonight . . .

Also at the Racquet Club . . . the Eddie LeBarons and their houseguests Prince David Mdivani and his wife the former Virginia Sinclair, Ida Lupino and Howard Duff . . .

The reason the orchestra always plays "Blueberry Hill" when E. H. Robertson enters . . . is that the Robertsons' 60-acre estate in Ft. Worth is named that . . . and, from coast to coast, that is his theme song . . . The Robertsons were at the Racquet Club on the eve of their departure for Ft. Worth . . . on a quickie business trip . . . They will be back next week . . .

Making the rounds of the

Identity of Easter Bunny is Mystery

One of the favorite guessing games in Palm Springs this week is the identity of the Mystery Easter Bunny.

A well-known personality has been sporting himself or herself around the desert spa in a white plush Easter Bunny costume, including a face-covering paper mache headpiece.

The bunny's coveting is all for sweet charity—namely, the Easter Festival and Dance sponsored by Our Lady of Solitude Catholic church at the El Mirador hotel Saturday, April 17 at 5 p.m.

The Mystery Bunny will be revealed when the right guess turns up at Saturday's event, one of the most colorful of the Palm Springs social season.

With so many movie stars in town, guesses are already pouring in to Andrea Leeds Howard and E. Roy Fitzgerald, chairman and co-chairman, respectively, of the Easter fete, that the Mystery Bunny hails from movieland. The correct guess wins a very handsome gift.

Soroptimist Club Hears About Africa

The dark continent will come up into the light continent within the next ten years . . . either through Christianity or through Communism," Elsie M. Farris, member of the Long Beach bar, told Soroptimists Tuesday at their luncheon meeting in Chi Chi Blue Room.

Terming the Union of South Africa as "the hot spot of the world," the speaker told of the discrimination against colored people there and said "Not since Hitler have we seen anything like it."

Warning that in today's world Africa is very close to us, she brought a forceful plea for extending the hand of brotherhood.

During the business session, which was conducted by Dr. Calista Stefan, club president, final arrangements were made for the annual three-day rummage sale which opens today at 1090 North Palm Canyon drive.

Madge Holderman and Lucille Johnson were elected to serve as alternates to Eileen Carey and Georgiana Raymond at the Regional conference to be held in Riverside weekend after next.

El Mirador Plans Egg Roll Sunday

Children will flock to El Mirador like they did to the Pied Piper for the Easter Breakfast Egg Roll on Sunday.

The gay affair will be staged on the lawns from 9:30 to midday, with prizes galore. The grand prize will go to the youngster who finds the golden El Mirador egg.

Adding a gala atmosphere will be two burros dressed in Easter Bunny suits. Midgets will also don rabbit attire and hop around to delight the small evening.

Thunderbird's Calcutta dinner drew a small crowd . . . In the Gordon MacRae party were the Joe Dyers, Mr. and Mrs. Milt Hicks, and the Dick Snidemans (they have bought Helen Dettweiler's house) . . . The Randolph Scotts were with the David Roses and the Arthur Boyles . . . There was Doug Kenaston, Helen and Jack Kenaston and the Jimmy Welches . . . the Sam Taylors, Mr. and Mrs. Jim Tuma, the Ralph Singers . . . the Bob Walkers and the Paul Proms . . . and Hoagy Carmichael, who is a new home owner at Thunderbird . . .

Palm Springs Story in Color

The Palm Springs Area Yearbook now on sale at newsstands and book stores tells the complete story of the Palm Springs Area.

With 40 pages of desert scenes and maps in full color, it is now recognized as one of the most colorful resort publications in the nation. It contains complete stories on Palm Springs, the date industry, picturesque canyons, local Indians, scenic trips and a guide to the movie stars homes. Adv.

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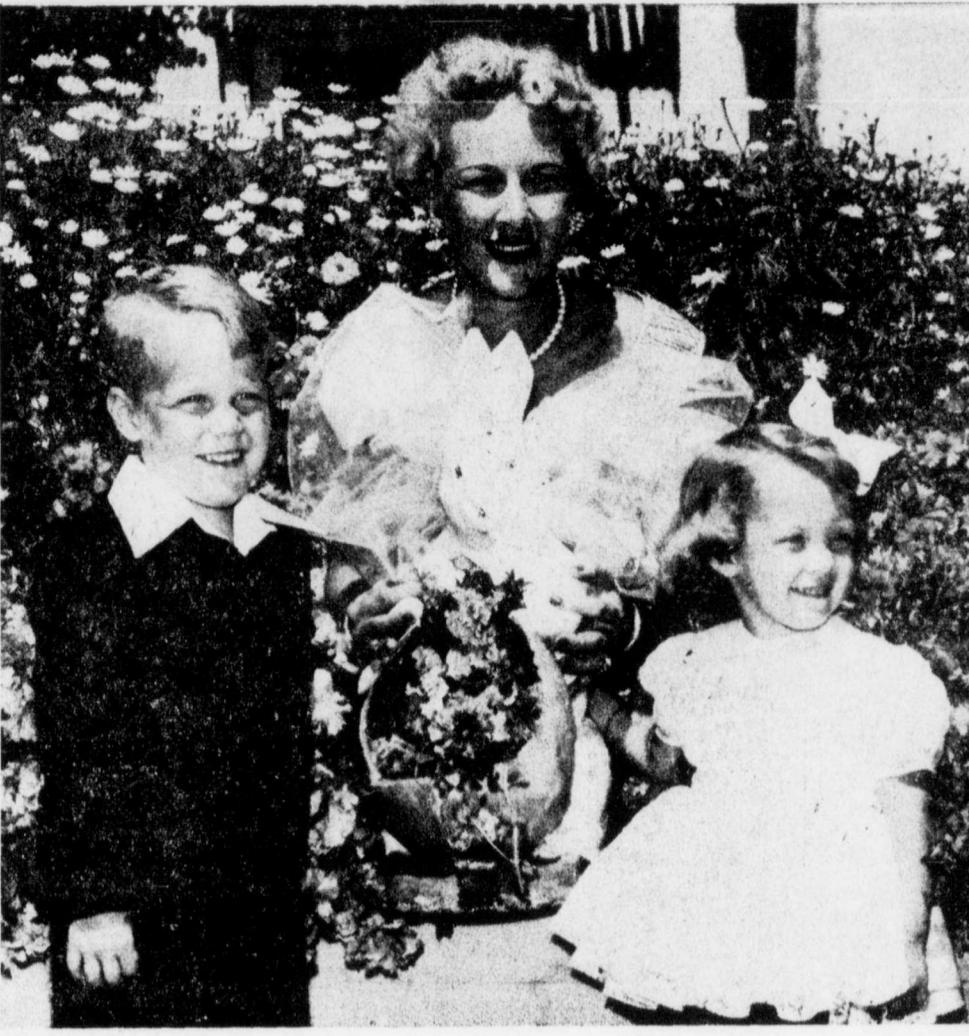
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(Anderson Photo)
PINK GLORY — Some of the petunias that are a pink glory of bloom in front of El Mirador, contribute to this pre-Easter scene. Mrs. Kay Spreckels, a guest at El Mirador, is shown with her two children, Adolph Spreckels III, and Joan de Bretteville Spreckels.

Clubwomen End Season On Monday

Members of Palm Springs Woman's Club will meet at the clubhouse next Monday, April 19 at 2 p.m. This meeting is the last for the current season, and regular meetings will be rescheduled in November.

After the business session members will have an opportunity to hear Ann Shriver, well known lecturer, and author of the book "Success is in your Hands". She is a speaker with a different and fascinating message, and because of the interest her book has created club members are looking forward to a most informative talk.

Mrs. Foster Simonsen is chairman of the tea committee. She will have as her assistants Mesdames Albert H. Renier, Stanley Dougan, Harold N. Lie-

San Franciscans Have Luncheon

A gathering of San Franciscans took place in the Gold dining room of Hotel the Oasis early this week with Mrs. C. E. Upham as hostess. Seated with her were Edna Logan, Mabel Reedy, June Osoosie, Tillie Atvate, Diane Osoosie, Joan Arnold, Carol Upham and Everett Upham.

The hostess has been a guest at the hotel several times this season.

Guests at The Desert Inn from Friday to Monday were Shellah Graham, Hollywood columnist and radio commentator, with her husband, W. S. Wojtkevich, and their children, Wendy and Robbie Westbrook.

John F. Brill, William H. Elsenman, Lillian Agar and Miss Victoria Parsons. Mrs. Stanley Sarnacki will be in charge of the tea table and clubhouse decorations.

Gwyneth Cobb is Bride of William Marcy of Buffalo

Exchanging wedding vows at the Palm Springs Community church, Gwyneth Butler Cobb and William Lake Marcy were married Saturday afternoon.

Rev. James Blackstone Jr. officiated at the ceremony with only members of the family in attendance.

The attractive bride was wearing a Jacques Fath original of cocoa silk with sash of cocoa and pink satin, and a tiny hat fashioned of small pink velvet flowers, shaded by a circular cocoa veil. She wore a platinum diamond spray of flowers, gift of the bridegroom, and carried a small stylized bouquet of pink camellias.

Attending the bride as matron of honor was her cousin, Mrs. Raymond Jones of Glendale. Mr. Jones served as best man.

The newlyweds have flown to Mexico on a honeymoon trip before proceeding to Buffalo, New York where they will make their home. The bridegroom is a prominent Buffalo attorney and chairman of the board of directors for Hotel Statler Company Inc.

Mrs. Marcy is keeping her home here in Palm Springs at 859 Avenida de Los Olivas, which will be occupied by her mother Mrs. Clarence B. Fisher. The Marcy's will probably be out for a visit this fall.



(Edward Canby Photo)
ON MEXICAN HONEYMOON — Honeymooning in Mexico following their marriage on Saturday, are Mr. and Mrs. William Lake Marcy. She is the former Gwyneth Butler Cobb.

Club Elects New Officers

Election of officers featured budget chairman, Lola Wacek; and board of directors are Edith Goldberg, Julie Easley, Retiring president, Helen Morris, with Mildred Veano and Louise Purnell are again chairmen of "Gaslight Gayeties."

Estelle Schiller was elected president for the 1954-55 season. President-elect Schiller's board consists of: first vice president, Mary Sullivan; second vice president, Tess Potter; treasurer, Jean Patane; recording secretary, Ruth Boston; corresponding secretary, Vivian Seller; publicity, Betsy McKinney; daughters, Pamela and Jan.

At The Desert Inn for the weekend were Bates Booth, prominent Los Angeles attorney, and socialite, with his two



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Evening

ALL SALES FINAL

LILLIAN AGAR

El Mirador Hotel Lobby



(Anderson Photo)
"O, A-HUNTING WE WILL GO" — A group of charming sub-debs are getting in readiness for the Easter Egg Hunt at The



(Edward Canby Photo)
EASTER PREVIEW — A preview of the forthcoming Annual Easter Egg Hunt and breakfast at the Desert Inn, these youngsters are holding some of the bunnies that will be awarded as prizes. They are, left to right, Lupe Valeur, Peter Talbot and Caroline Poliak.

Guild Ends Season with "No Loss"

Palm Springs Playhouse Guild officials reported to First Nighters Tuesday night that the Guild has suffered no loss in its first year as sponsor of the Palm Springs Playhouse.

Addressing over 160 First Nighters, Mrs. John Lapp, treasurer, said that the Guild will wind up the season about 500 short of selling their goal of 1700 season tickets to the Palm Springs Playhouse. Commenting on this, Rex Hardy said, "While we have no backlog for a rainy day, we have suffered no loss."

Guild President, Mrs. John Luccareni, thanked the patrons and patrons for their support and expressed gratification with the year's accomplishments.

Director Michael Ferrall also thanked First Nighters for their wonderful support and the Guild for what it has done for the Playhouse. "A Guild like this is unique in theater annals," he said, adding, "An audience is what makes a theater and makes our work worthwhile."

Mayor Florian Boyd and several members of the Playhouse cast, Marv Foskett, Tim O'Connor, Phyllis Flax, were among the special guests at the dinner, which was the last of the season for the First Nighters.

Mayor Boyd spoke briefly congratulating the Guild on its work.

Mrs. Luccareni introduced Guild directors, Mrs. Thomas Fleming, Mrs. Austin McManus, Mrs. Lapp and Rex Hardy, and also Mrs. Noble Banks who did so much preliminary work during the four years before the Guild was formed.

The First Nighter dinners, held each Tuesday night before the opening of a new play, have contributed much to the success of the season, officials said, as they expressed the hope that next season will be even better.

will have a Peter Rabbit party on Saturday from noon to 2 p.m., and husbands and wives have a round robin tennis tournament that day.

Easter Sunday starts off with an Easter Sunrise service at 6 a.m., with an Egg Hunt at 11, and the Easter Parade and water show at 2 p.m.

Last night the young people had a aquacade at the fabulous figure eight swimming pool.

Hotel Oasis is Mecca for Easter Week

with a poolside cocktail party at 6:30 o'clock on Friday evening, April 23, to be followed by a barbecue and dance. Events scheduled for Saturday include a 7 a.m. Golfers' Breakfast in the Mexican Room for some 50 members who will play the adjacent fairways; a Ladies' Luncheon at noon in the De Anza Room, and a formal dinner dance on the tennis court at 8 o'clock, following a cocktail hour in the outdoor patio.

Climax to the annual fete will be the Prize Award Luncheon, slated for 1:30 o'clock on Sunday afternoon in the De Anza dining room, at which a full attendance of 250 is expected.

Events scheduled for Saturday include a 7 a.m. Golfers' Breakfast in the Mexican Room for some 50 members who will play the adjacent fairways; a Ladies' Luncheon at noon in the De Anza Room, and a formal dinner dance on the tennis court at 8 o'clock, following a cocktail hour in the outdoor patio.

The McManan family, a well-known Southern California furniture establishment, has been assembling at the Oasis almost since the hotel first was built in Palm Springs. This week there are to be over 30 members of the family at the hotel including grandparents down to the tiniest of grandchildren.

Down from Seattle are Mr. and Mrs. Frank Duper with two of their sons for the week. Mr. Duper, a vice president of Western Hotels Inc., was chosen grandfather of the year by the Seattle papers and had the entire front page on that Sunday with his children and grandchildren.

Again sunning this week by the pool at the Oasis are the R. E. Spaldings and their two sons, who have been coming each year from Pasadena.

Joining the large group of returnees are Dr. and Mrs. Hand and two daughters, and Dr. and Mrs. Wagner and children all of San Francisco. Also representing San Francisco are Mr. and Mrs. Frank Paganini and family, Mr. and Mrs. Howard Patrick and family.

Others awaiting the Easter Bunny at the Oasis this week are: Mrs. E. L. Durrell and daughter, San Marino; Mr. and Mrs. John Hilton and family, Los Angeles; Mr. and Mrs. N. L. Storhoff, Seattle; Mr. and Mrs. Julian Ganz Jr., Los Angeles; Mr. and Mrs. Edward Pazard, East Chicago, Ind.; Mr. and Mrs. Murchie and son, Roseville, and others.

The Desert Sun — 2c and PALM SPRINGS NEWS PALM SPRINGS, CALIFORNIA Thursday, April 15, 1954

SMC Plans Busy Weekend for Easter

Easter weekend calendar at Shadow Mountain Club is well-filled. For today there is the Junior Jamboree, from 10 to 4 p.m., a day jammed with

poolside events, lawn activities and special tournaments arranged by Lou Kuehner, recreational director.

This evening is the Rabbit Rally, a dinner dance for high school age group, with presentation of carnival awards.

The Bunny Ball tomorrow evening, starting with a seven o'clock dinner, is for "college cats" only.

Youngsters of four to eight

will have a Peter Rabbit party on Saturday from noon to 2 p.m., and husbands and wives have a round robin tennis tournament that day.

Easter Sunday starts off with an Easter Sunrise service at 6 a.m., with an Egg Hunt at 11, and the Easter Parade and water show at 2 p.m.

Last night the young people had a aquacade at the fabulous figure eight swimming pool.

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Las Vegas	6.85
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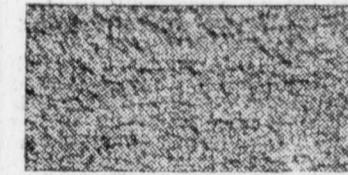
Ruth Bradley
FASHION CENTER

464 N. Palm Canyon Drive

Phone 5333

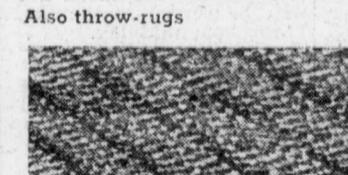
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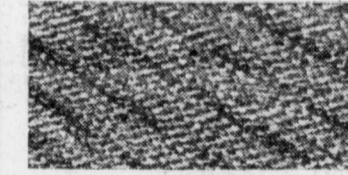
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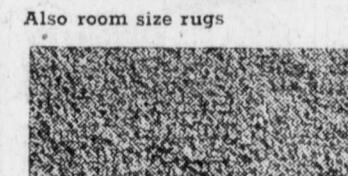


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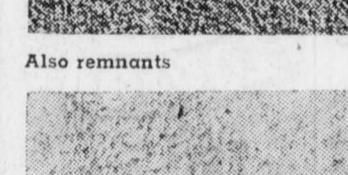


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Also room size rugs

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5.95 Short tight three ply twist 3.95

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(Anderson Photo)
A NIGHT IN SPAIN — One of the most colorful spectacles ever witnessed in Palm Springs was the Beaux Arts Ball, which was presented at El Mirador with all the pomp and pageantry of the Mardi Gras. King Ray Ryan (wearing Mike

Romanoff's crown) and Queen Lily Pons in a Jacques Fath original, presided over the gala affair. Of all the gorgeous costumes, first prize went to the Roman couple, Miss Ada Hanley and Jack Long as Cleopatra and Mark Anthony. Second prize went to the Bull (Henry Norman) and the Golden

Matador Beverly Freitz. Third was awarded to Ernie and Taylor Dunlevie as the Black Spaniard and Black Matador. Other prize winners, not shown, were Vie Graves, whose elaborate head dress "The Green Goddess" was designed by her artist

husband O. E. L. Graves; Mr. and Mrs. William Reichel, she as the "Midnight Lady" and he as the Sultan; Terry Ray and Howard Palmer as peons; Ruth Bradley in a gold sequin costume with enormous head dress.

Mrs. N. O. Turner is back in her home at Las Flores Blanca recuperating after spending five weeks in the Glendale Sanitorium. Mr. Turner is retired district manager of Northern Division of Fox West Coast theaters.

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8:30 to 7:00 P.M.
Fri., Sat., Sun., Holidays
8:30 to 9:00 P.M.

Garden Club Elects New Officers

The members of the Palm Springs Garden Club met at the ranch home, in Riverside, of charter members Mr. and Mrs. Harry Harper, former Villagers, last Saturday.

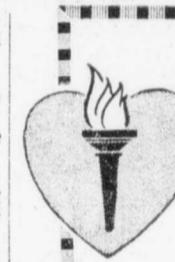
After a picnic lunch, and a walk around the ranch to see the lovely flowers, a business meeting was held on the terrace. The following officers were elected for the coming year: president, Mrs. Arthur Hoff; first vice-president, Rev. William Blondin; second vice-

president, Mrs. Clem Rogers; secretary, Gladys McClure, and treasurer, Arthur Hoff.

Mrs. Edward Maggard retains the title of librarian. The executive committee, in addition to the officers, will have as members Mrs. Frank Bennett, and Mr. Fay Brainard, retiring president, who is leaving for a five month tour of Europe with Mrs. Brainard.

The Garden Club will close a very active and worth-while season, with its May meeting, and is looking forward to carrying on its work of instigating, planning, and cooperating in City beautification, next season.

The Desert Sun—3c
and PALM SPRINGS NEWS
PALM SPRINGS, CALIFORNIA
Thursday, April 15, 1954



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The Desert Sun 4c
and PALM SPRINGS NEWS
PALM SPRINGS, CALIFORNIA
Thursday, April 15, 1954

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The Desert Sun
and PALM SPRINGS NEWS

Published every
MONDAY and THURSDAY
(Except June, July and August, when
published Thursdays only)

PHONE 2249
Box 190, Palm Springs, Calif.

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(Minimum ad. 3 lines—count 24
letters and spaces to a line) 75¢
1 time, per line 75¢
(Min. 2.25—1.50 cash in adv.)

Per 1 week 2 weeks 1 month
Line (2 times) (4 times) (9 times)

1.00 1.25 2.25

• Ads ordered for more than one time
must be paid in advance. Extra rates
above rates, otherwise single insertion
rate will be charged for each time run.

• If ordering your ad run 4 or 9
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for more than one incorrect insertion;
please notify us promptly of any error
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LOST: Southern Pacific - Rock
Island coach railroad ticket.
Finder return to Robert Beck,
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LOST: Bamboo basket purse.
Need check book, driver's li-
cense and keys. Phone Long
Beach 706954 collect. Reward.

LOST: Ladies' Longines gold
wrist watch. Please return
Reward. Call 5269.

Personals 12

ALCOHOLICS Anonymous, Air-
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2nd cook, R&B \$15 day
Baker, R.B. \$16 day
Pantry maid, local R.B. \$275
Waitress, summer resort
Filipino houseman, R.B. \$175
Reservation clerk, mountains...
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HOUSE, beautiful draperies
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PALM SPRINGS, CALIFORNIA
Thursday, April 15, 1954

Real Estate—For Sale 35
PALM SPRINGS

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BY OWNER
2 BEDROOMS, 2 baths, large living room, fireplace, lanai. Central heating and cooling. Completely walled, landscaped, 2 car garage. Will be sold below cost! Write Desert Sun, Box 190, File C-2.

BY OWNER: 2 bedroom, 2 bath modern, attractively furnished. Youngstown kitchen, unit heat, cooling system. 13x34 glazed in lanai. Lot 100x104. Beautiful view. Landscaped. \$23,500. Phone 3329.

2 BEDROOM home and guest house, completely furnished, ready to move in. Easy terms. Drive by now or consult your broker. Price reduced to \$16,500. 1052 E. Alameda. Phone 2689.

BY OWNER — 8 units. Ideal for operating investor with limited down payment, beautifully furnished, near Lone Palm and El Mirador. Phone 5385.

FOR BETTER REALTY DEALS SEE

ADOLPH ISRAEL, REALTOR,
671 N. PALM CANYON DRIVE

Real Estate—For Sale 35

BALBOA

For Sale or Rent
2 MODERN stores, top location. Will remodel to suit. Consider some trade. Palm Springs 4052.

BANNING

LUXURY HOME on 1 1/4 acre, one of the most attractive homes in restricted district on high mesa with magnificent view overlooking entire San Gorgonio Pass, easy access on paved road. 2 bedrooms, den, 1 1/2 baths, beamed ceiling in living room, 2 fireplaces, cheerful kitchen, solarium, swimming pool, lovely grounds. \$37,500. F. L. Stowell, Realtor, 1115 W. Ramsey, Banning.

BY OWNER

2 BEDROOM furnished house. 4 years old. Nice landscaping. \$6000. 261 N. Cherry, Banning.

CATHEDRAL CITY

Cathedral City Spring Specials

8 UNIT court with plenty of room for six additional units. Well located. A real buy at \$31,500.

2 BEDROOM home, lovely view. Only \$8000.

CLOSE IN furnished cottage. Only \$3850 total price.

CLEAN little 3 room stucco with room for additional unit for \$2650, terms.

A LOVELY home, new, 2 bedrooms and den on beautiful view lot, big fireplace, sliding glass doors, unusually good interior decorating, for \$17,500.

UNUSUAL desert home with large pool, furnished, secluded, view, at \$16,500.

40 ACRES with 1/4 mile frontage on Highway 111, with water, at less than \$1200 per acre.

Clark Realty & Insurance Agency

68-762 Broadway
Cathedral City

Open 12 to 5 p.m.

CASH OUT!!

1470 S. Calle Marcus

3 BEDROOMS, 3 baths. Beautifully furnished, 2 years old. Pool 18x22.

Ph. Mr. Billings, 5689.

THE BEST BUY in town in Es-tate home area. Walled, 135x135 foot lot, nicely landscaped. 3 bedrooms, 2 1/2 baths, rambling modern home. Large sunroom den with huge fireplace. Radiant heating and cooling. 2 car garage. COMPLETELY AND BEAUTIFULLY FURNISHED, TV set. All for \$32,500. Phone 2182.

BY OWNER. Completely furnished 2 bedroom house. Double garage, wall to wall carpet, TV installed, completely walled, landscaped, 3 large olive trees, sprinkler system, bubblers. Move right in. Must be seen to appreciate. Priced \$15,900. Terms. Shown by appointment, call 5351.

BRAND new 1 bedroom modern home. Just reduced to \$7500, terms.

Rancho Mirage

2 BEDROOM home nearly new, lot 100x250, on hiway 111. A deal with a future! Priced at \$11,500 for quick sale. Terms.

Jorgensen Realty

68-574 Broadway (Hiway 111)
CATHEDRAL CITY

Phone 8-3401 Home 8-4172

Cathedral City

Headquarters for Better Buys

Guardian sale, 1 bedroom and screen porch. R-3 lot, close in. \$3250

3 bedrooms, carpet, basement artist view, extra lot also. \$3500

Original owner loses money. 2 bedrooms, 2 baths, sundeck. \$9750

2 bedrooms, furnished; guest room and bath; small rental, garage. Offer \$1500 down. \$11,000

LARGE 2 bedroom furnished and studio apartment rental. \$12,500

NEW 2 bedroom, garages, nice furniture, restricted view lot. Do not pass up this deal! \$13,950

BIGGER, newer, 1500 acres, guest ranch, swimming pool, dining room, clubhouse, only 10 cent phone toll to Palm Springs. Wind protected.

Drive out Ramon Road, cross Highway 99 and 3 miles to HIDDEN SPRINGS RANCH

Phone 343

NORTH PALM SPRINGS

\$6000 Duplex furnished apartment with guest house (3 units). Large lot, shade. If you can judge the value of a substantial building in the rough — see this property and make an offer. O. S. Dean, Box 421, 17279 Louise St., No. Palm Springs.

RANCHO MIRAGE

TED SMITH

Easter Specials

OWNER LEAVING. Says "sell this weekend." 3 bedroom, 2 bath, rambling California ranch style home. Double closed garage. Patios, walls, many large trees. Excellent location on high view lot in Rancho Mirage. Offering this at the EXTRA SPECIAL PRICE of \$10,500 with terms.

16 UNITS. Bell, California. Beautiful corner property. Fine location. Income \$822 monthly. \$90,000. FHA financing 4% to \$27,500 down.

OLD LADIES Rest Home California. Income \$520 plus owner's unit. \$36,750. Terms to suit.

12 UNITS. Huntington Park, California. Right up town. All furnished. \$1250 monthly income. Will exchange up or down. Price \$12,500.

HAROLD G. JERVIS, Realtor
Office No. 1
6036 Atlantic Blvd., Maywood

Office No. 2
3454 Tweddy Blvd., South Gate

Office No. 3
8105 Seville Ave., South Gate

LAKE

ARROWHEAD

HOMES — RENTALS — LOTS
Ph. Palm Springs 7708 or 2742

REALTOR
Oyster House Building

Hiway 111, Rancho Mirage

Phone Palm Springs 8-5022

LARGE 2 bedroom home, furnished or unfurnished. Reasonably priced. Owner. 3359.

DELUXE homes, \$11,500. \$1000 down. \$75 month. Indian at San Raphael Pl. \$218.

OTTO REALTY

\$30 Broadway Cathedral City

BY OWNER, lovely 2 bedroom

home, patio, beautifully fur-

nished and decorated. Will

sell furnished or unfurnished.

Priced to sell. Call 83641.

Real Estate—For Sale 35

CATHEDRAL CITY

Heated Pool

Refrigerative

Cooling

\$27,500

\$7500 below cost

THIS HOME has everything.

Lovely view, walled patio, large enclosed lanai, 2 bedrooms, 2 baths, fireplace, wall to wall carpeting and drapes. No expense spared in refinement of equipment and construction. Built only 1 1/2 years ago by the owner for a home. Business reasons compel moving. Shown by appointment.

CLARK REALTY & INSURANCE AGENCY

CATHEDRAL CITY

68-762 Broadway Phone 8-4691

Cathedral City

FURNISHED and unfurnished homes \$8500 and up. Small down payment.

Choice lots and acre plots, \$1350 and up.

2 BEDROOM home, lovely view. Only \$8000.

CLOSE IN furnished cottage. Only \$3850 total price.

CLEAN little 3 room stucco with room for additional unit for \$2650, terms.

ATTENTION

4 UNIT money-making motel and 2 bedroom house. Center of fast growing community. Sale or will take house and cash Palm Springs or Cathedral City. Inquire Desert Paradise Motel, 29 Palms.

DESSERT HOT SPRINGS

ATTENTION

4 UNIT money-making motel and 2 bedroom house. Center of fast growing community. Sale or will take house and cash Palm Springs or Cathedral City. Inquire Desert Paradise Motel, 29 Palms.

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Used Cars for Sale**STACK CHEVROLET
O.K. USED CARS**

1951 DODGE \$1295
Coronet 4 door sedan. Automatic transmission. Radio, heater, beautiful seat covers. Original surf green paint, a beautiful car.

1949 PLYMOUTH \$895
Club coupe. New paint, beautiful new seat covers, heater, spotlight, white side wall tires. A car that you will want—for this price!

1947 CHEVROLET \$595
Convertible coupe. New top, new paint. Radio, heater. Car in tip top shape. A real bargain!

1947 PLYMOUTH \$545
4 door sedan, new paint. A wonderful piece of transportation.

All cars sold on GMAC terms. — Up to 24 months to pay.

WE HAVE USED CARS FROM \$100 TO \$2000
OPEN 8 A.M. to 9 P.M. — 7 Days a week.

STACK CHEVROLET KORNER

NEW CARS & TRUCKS

694 So. Palm Canyon Drive — 330 Sunny Dunes Road
Phone 2042

Misc. for Sale 60 Used Cars for Sale 70

CHILDREN'S WESTERN BOOTS made by Acme — \$5.95, in sizes 8½ to 3.

GEORGE RASMUSSEN Rasmussen's Saddlery 1600 Chia Rd. at Rogers Ranch North end of Sunrise Way

\$25 FENCE lumber in sections ready to put up. Enough for fence six foot high by 72 feet long, almost new lumber. T. Graham, 121 E. Amado Road.

2 CHRYSLER Airtemp air conditioners, 5 horse power, 3 phase. Cost \$3400 each, sacrifice to settle estate, \$1200 each. Douglas 61730.

BOY'S Schwinn World bike, \$35. 21 inch Admiral console TV, \$160. 7th house on left on Clancy Lane, Rancho Mirage.

NEW Lennox oil fired furnace, 300 gallon drum. Cost whole, sale \$650. Sell at \$250. 2390 Araby Drive.

20 GALLON automatic gas water heater. Good condition. See evenings at 523½ E. Andreas Road.

ELECTROLUX The cleaner you never have to empty. Sales and Service. Phone 6122.

GROWN OLEANDERS WILL TRANSPLANT PH. MR. SMITH 4361

Used Cars for Sale 70

JAMES Motorcycle, English made. Less than 2500 miles. Price \$245. Phone 2639.

1941 NASH sedan. \$125. Del Tahquitz Hotel, 316 S. Palm Canyon Drive.

PLAZA MOTORS

CADILLAC & OLDSMOBILE DEALER

182 E. Arenas Road

Phone 5122

New 1953**Oldsmobile 88**

Convertible. Fully equipped. Better see this one!

PLAZA MOTORS

CADILLAC & OLDSMOBILE DEALER

182 E. Arenas Road

Phone 5122

1950 CHEVROLET

convertible, 28,000 miles, \$995 for real estate equity or lot or house trailer. 579 Calle Abronia, Apartment B.

1953 JAGUAR

Mark VII. Radio and heater. White wall tires. Low mileage. Perfect condition. See Al Gardiner, 207 N. Palm Canyon. Ph. 4384.

1948 STUDEBAKER

Champion convertible, new top, good condition, \$95 down, \$495 full price. Phone 6266.

Used Cars for Sale 70

51 or 52 — 62 model Cadillac in good condition. Must be reasonable. Cash. Write Box 190, File B-10.

Automobile Service 72

FOR SALE OR TRADE BARGAIN

1952 V-8 STUDEBAKER 4 door sedan. Loaded. A-1. Take 1st or 2nd Trust Deed or residential lot or what have you—up or down. Phone 5131.

1950 CHEVROLET Belair, hard top convertible, 11,200 miles, like new. \$1250. Can be seen Smoke Tree Ranch. For appointment 6678, 8:10 a.m. and 4:30 - 5:30 p.m.

1951 BRITISH Singer 9 roadster, 8,500 miles since new. \$750. Cost new \$2100. M. B. Haskell, Phone 9966. Palm Springs Airport.

1950 CHEVROLET convertible coupe 28,000 miles. \$995 for real estate equity or lot or house trailer. 579 Calle Abronia, Apartment B.

**RARE OPPORTUNITY
OFFERED IN SALE OF
DATE-GRAPE and CITRUS
RANCH**

Ranch consists of 55 acres located near Thunderbird Ranch and Country Club. Under full cultivation of grapes, date bearing trees and citrus fruits. Completely equipped for proper maintenance, cultivation and irrigation. Under proper management the ranch can be a profit making enterprise. Plenty of water — one water well on property, also share in a community well.

COMPLETE PRIVACY FOR OWNER

Secluded with complete privacy for owner and in an environment for care-free desert living. Situated on the property is a seven room residence, a caretaker's house and accommodation for additional agricultural help.

**DEVELOPMENT POSSIBILITIES**

This land lends itself to easy subdivision and such possibilities are extremely good now.

LOWEST ACREAGE PRICE

Reduced to \$2500 per acre for a total of \$137,500. Will accept home in Palm Springs as part of transaction.

This is a real buy and must be seen to appreciate its value

SEE YOUR BROKER

or write WM. F. REICHEL
EL MIRADOR HOTEL — PALM SPRINGS
Ranch Telephone 8-3115

70 Used Cars for Sale 70**SAFE BUY
USED CARS****½ Ton Pick-up**

1951 Ford. Radio, heater. Very clean!

\$875

1950 FORD

2 door sedan, jet black with new white side wall tires. Overdrive, radio, heater, spot light. Colorful plastic seat covers.

\$995

1948 PLYMOUTH

Club coupe, radio, heater. Very clean!

\$495

**All cars sold
on low down****Palm Springs
Lincoln-Mercury**

335 Sunny Dunes Road at South Palm Canyon Phone 2301

Phone 2052

1950 G.M.C. Suburban

Low mileage, one owner, very clean!

\$895

G.M.C. Terms**PLAZA MOTORS****CADILLAC & OLDSMOBILE DEALER**

182 E. Arenas Road

Phone 5122

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